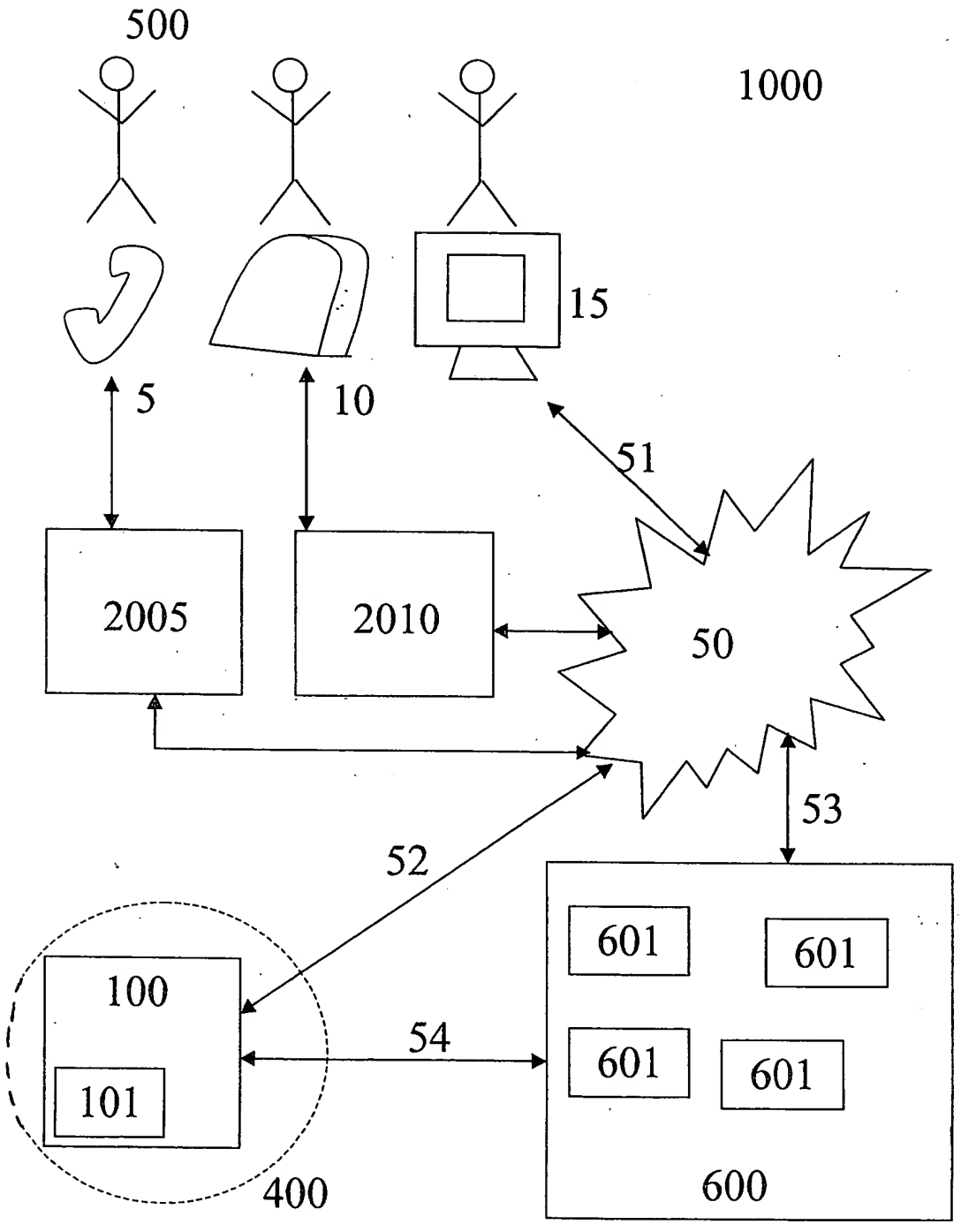
500
1000
15
5
10
51
2005
2010
50
53
52
601
601
601
601
100
101
54
400
600

Fig. 1A

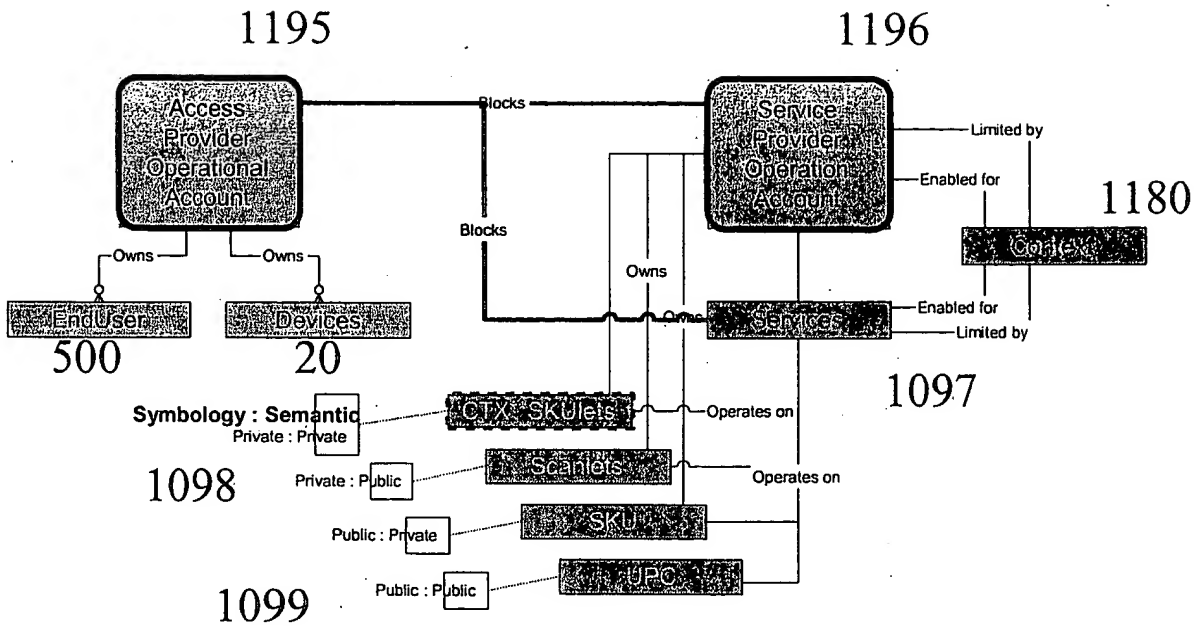
1195
1196
Access Provider Operational Account
Blocks
Service Provider Operation Account
Limited by
Enabled for
1180
Context
Blocks
Owns
Owns
Owns
Owns
End User
Devices
Services
Enabled for
Limited by
500
20
1097
Symbology : Semantic
Private : Private
CTX SKUlets
Operates on
1098
Private : Public
Scanlets
Operates on
Public : Private
SKU
Public : Public
UPC
1099

Fig. 1B

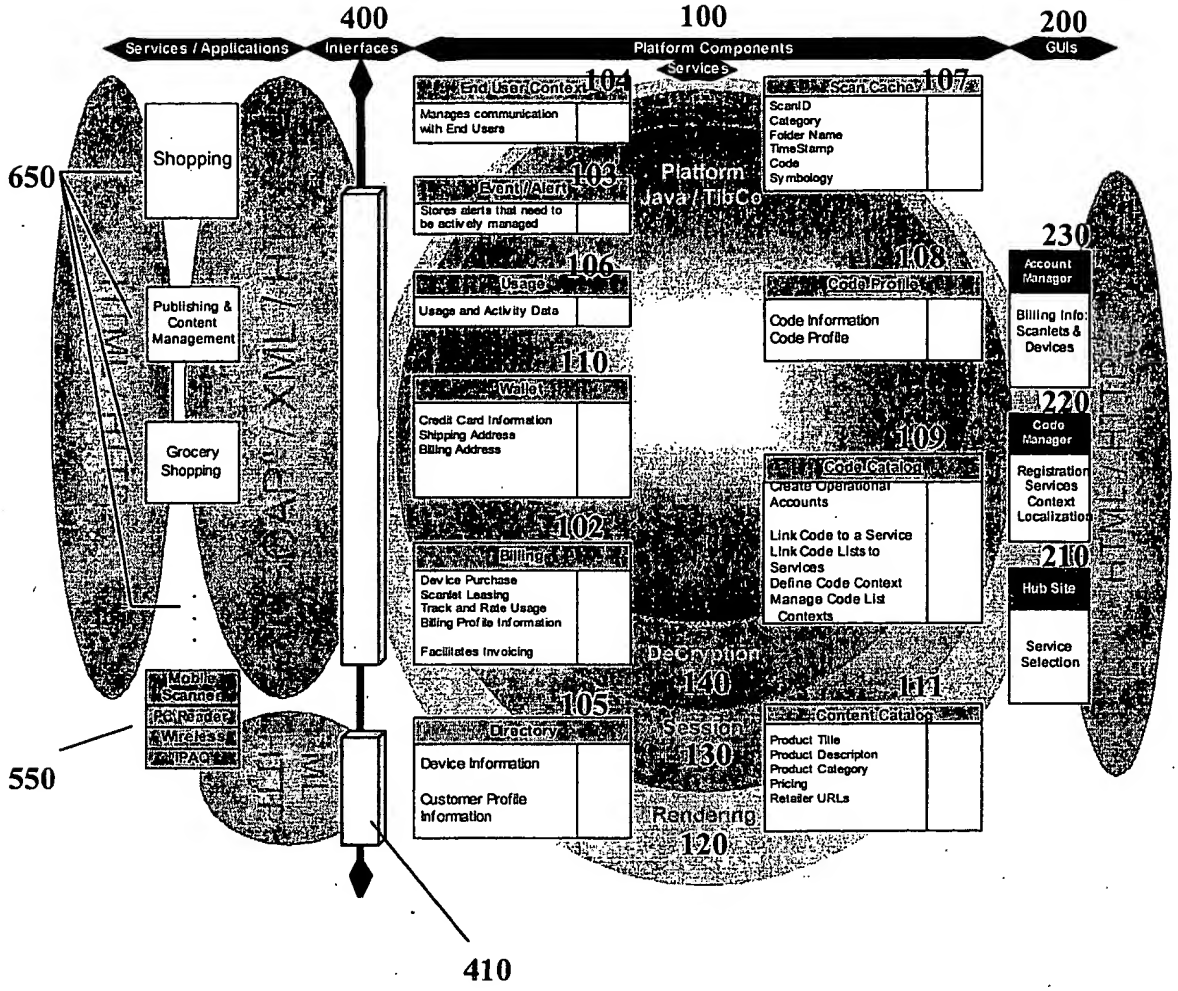
400
100
200
Services / Applications
Interfaces
Platform Components
GUIs
Services
650
Shopping
Publishing & Content Management
Grocery Shopping
Mobile Scanner
PC Reader
Wireless
PDA
550
End User Context
104
Manages communication with End Users
Event / Alert
103
Stores alerts that need to be actively managed
Usage
106
Usage and Activity Data
Wallet
110
Credit Card Information
Shipping Address
Billing Address
Billing
102
Device Purchase
Scanlet Leasing
Track and Rate Usage
Billing Profile Information
Facilitates Invoicing
Directory
105
Device Information
Customer Profile Information
Platform
Java / TibCo
Scan Cache
107
ScanID
Category
Folder Name
TimeStamp
Code
Symbology
Code Profile
108
Code Information
Code Profile
Code Catalog
109
Create Operational Accounts
Link Code to a Service
Link Code Lists to Services
Define Code Context
Manage Code List Contexts
DeCryption
140
Session
130
Rendering
120
Content Catalog
111
Product Title
Product Description
Product Category
Pricing
Retailer URLs
230
Account Manager
Billing Info: Scanlets & Devices
220
Codo Manager
Registration Services
Context Localization
210
Hub Site
Service Selection
410

Fig. 2A

1000

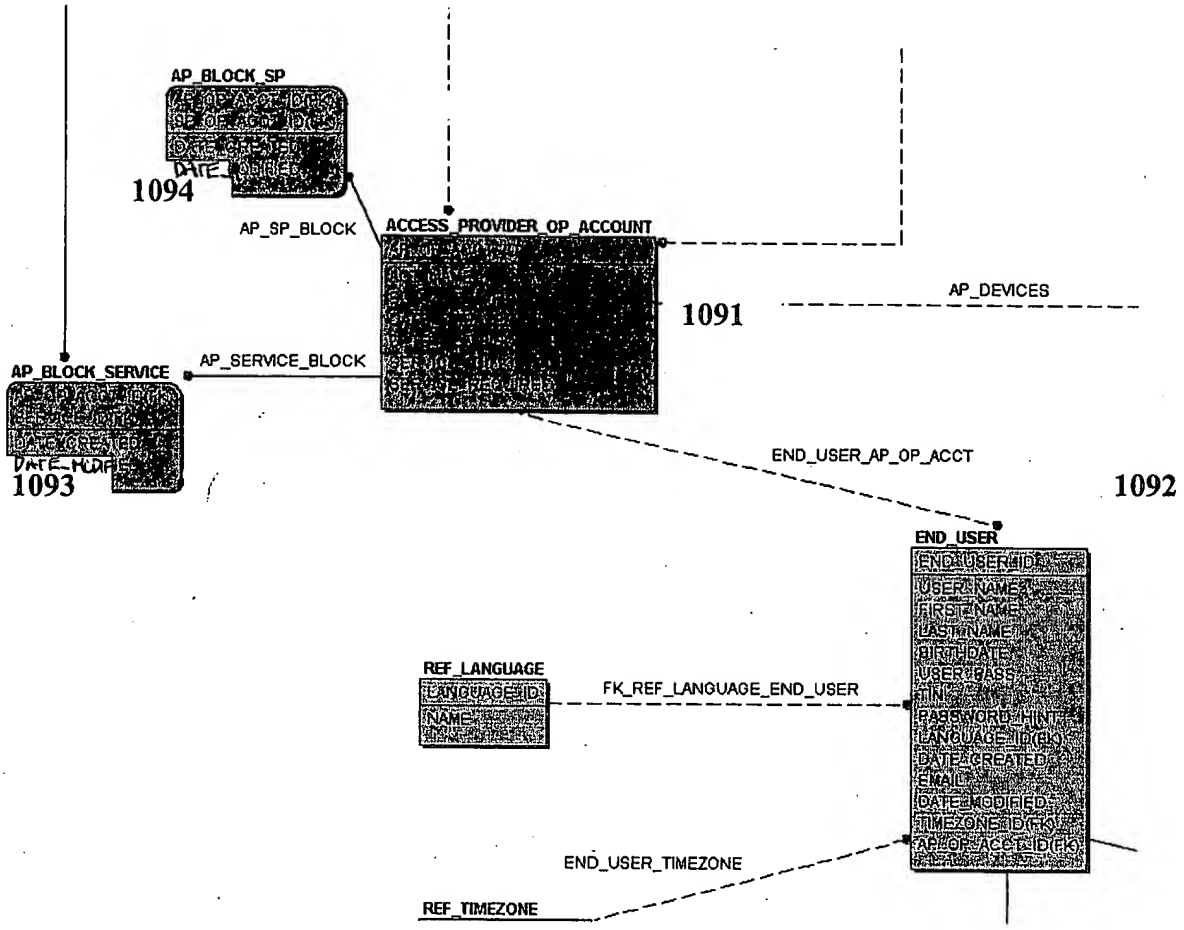
AP_BLOCK_SP
1094
AP_SP_BLOCK
ACCESS_PROVIDER_OP_ACCOUNT
1091
AP_DEVICES
AP_BLOCK_SERVICE
AP_SERVICE_BLOCK
1093
END_USER_AP_OP_ACCT
1092
END_USER
REF_LANGUAGE
LANGUAGE_ID
NAME
FK_REF_LANGUAGE_END_USER
END_USER_TIMEZONE
REF_TIMEZONE

Fig. 2B

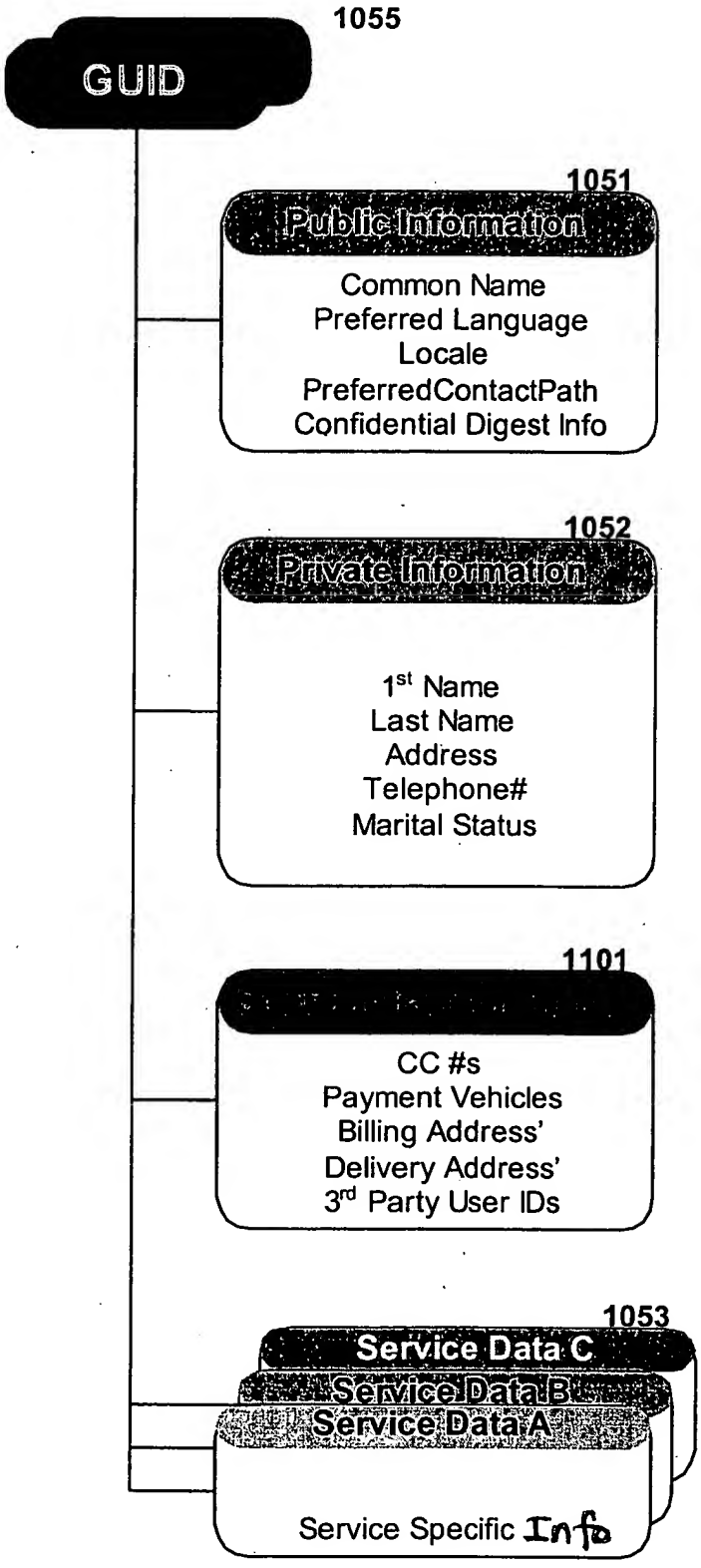
1055
GUID
1051
Public Information
Common Name
Preferred Language
Locale
PreferredContactPath
Confidential Digest Info
1052
Private Information
1st Name
Last Name
Address
Telephone#
Marital Status
1101
CC #s
Payment Vehicles
Billing Address'
Delivery Address'
3rd Party User IDs
1053
Service Data C
Service Data B
Service Data A
Service Specific Info

Fig. 3

SCANNED, # 2

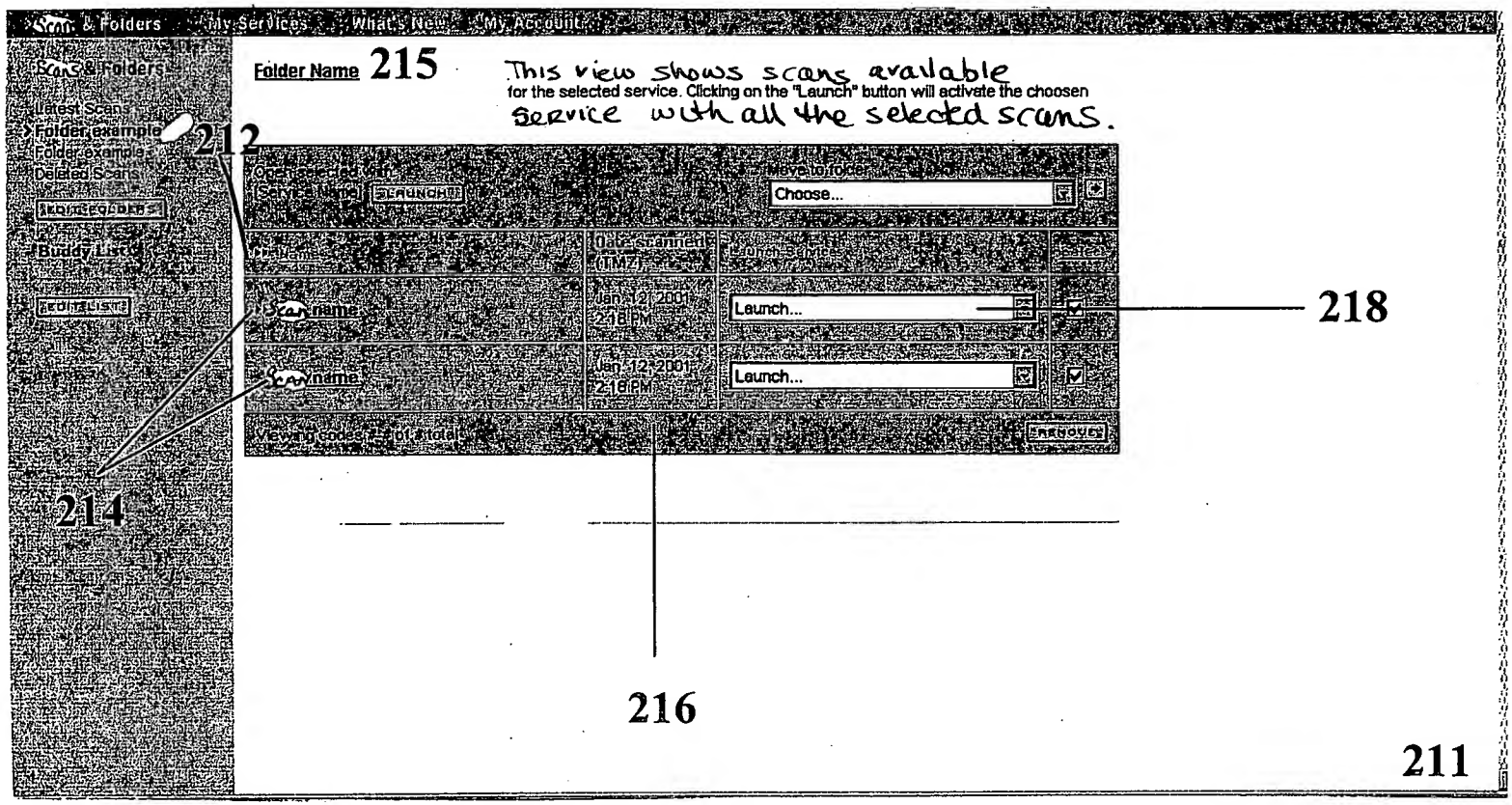

Fig. 4A

SCANNED, # 2

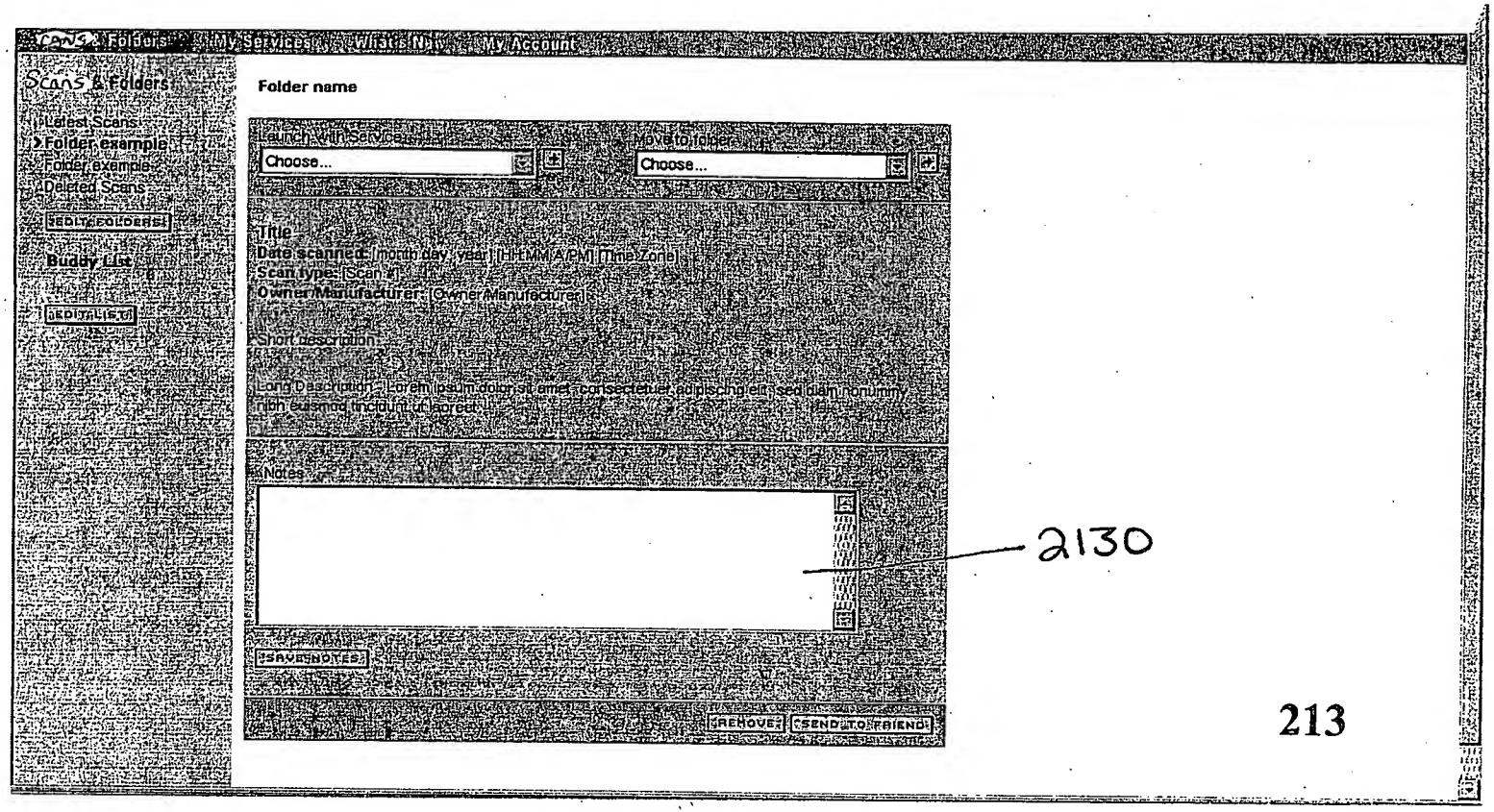

Fig. 4B

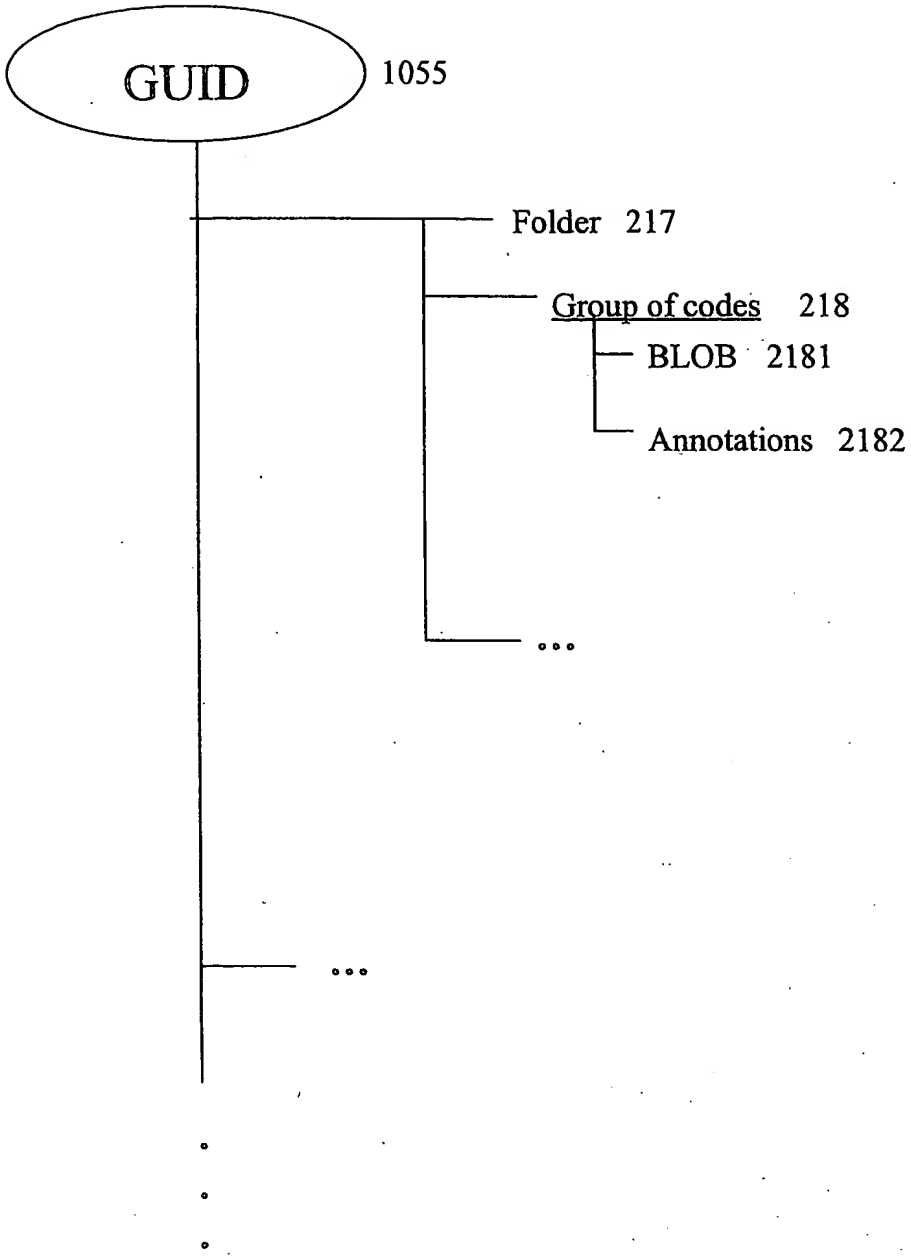

Fig. 4C

Docket: 5757-4004

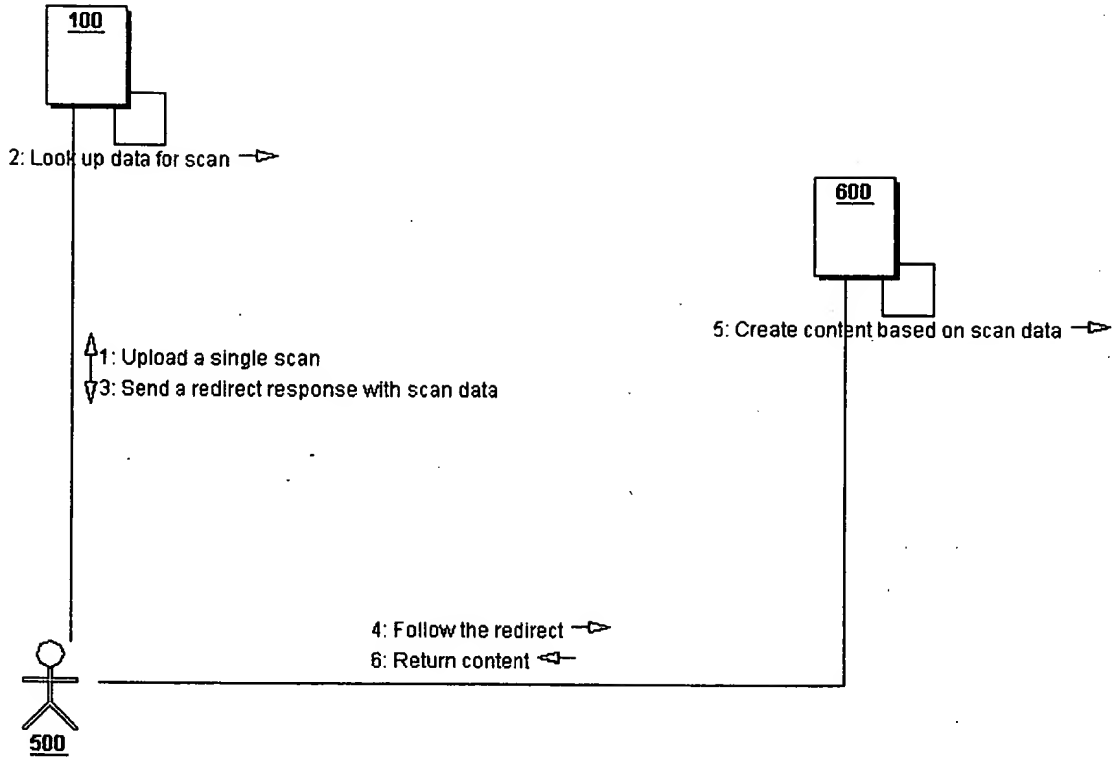
100
2: Look up data for scan
600
5: Create content based on scan data
1: Upload a single scan
3: Send a redirect response with scan data
4: Follow the redirect
6: Return content
500

Fig. 5A

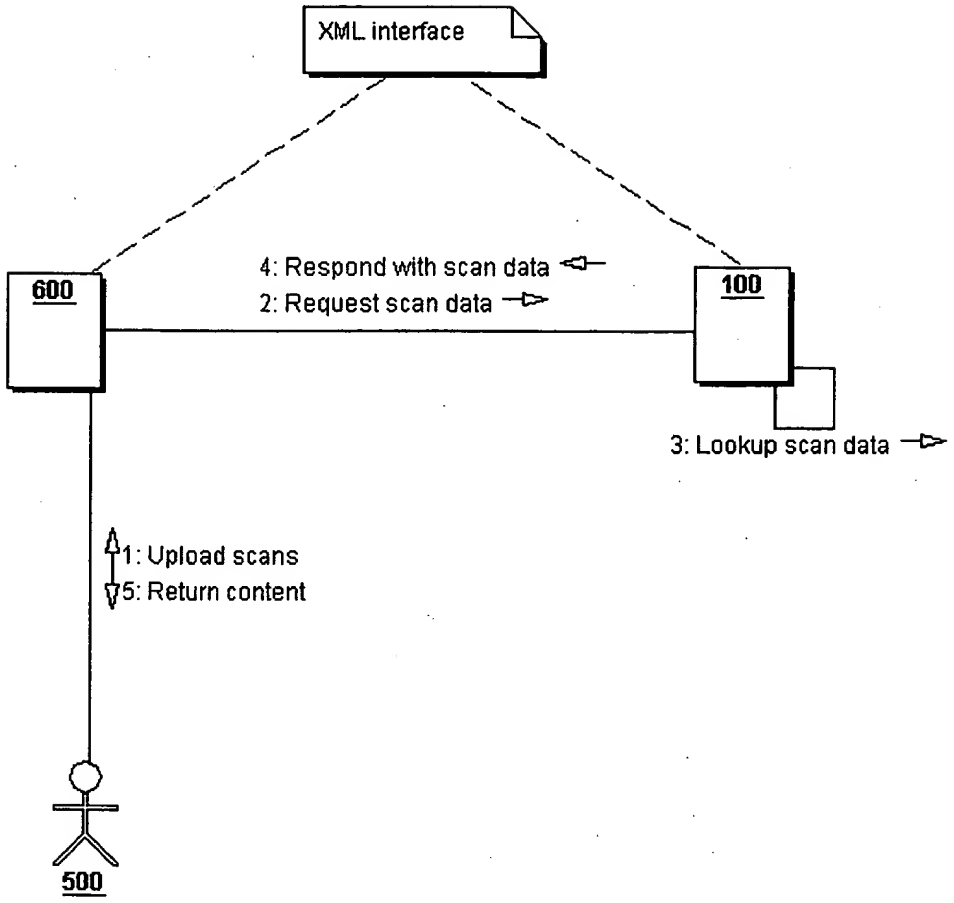
XML interface
600
100
4: Respond with scan data
2: Request scan data
3: Lookup scan data
1: Upload scans
5: Return content
500

Fig. 5B

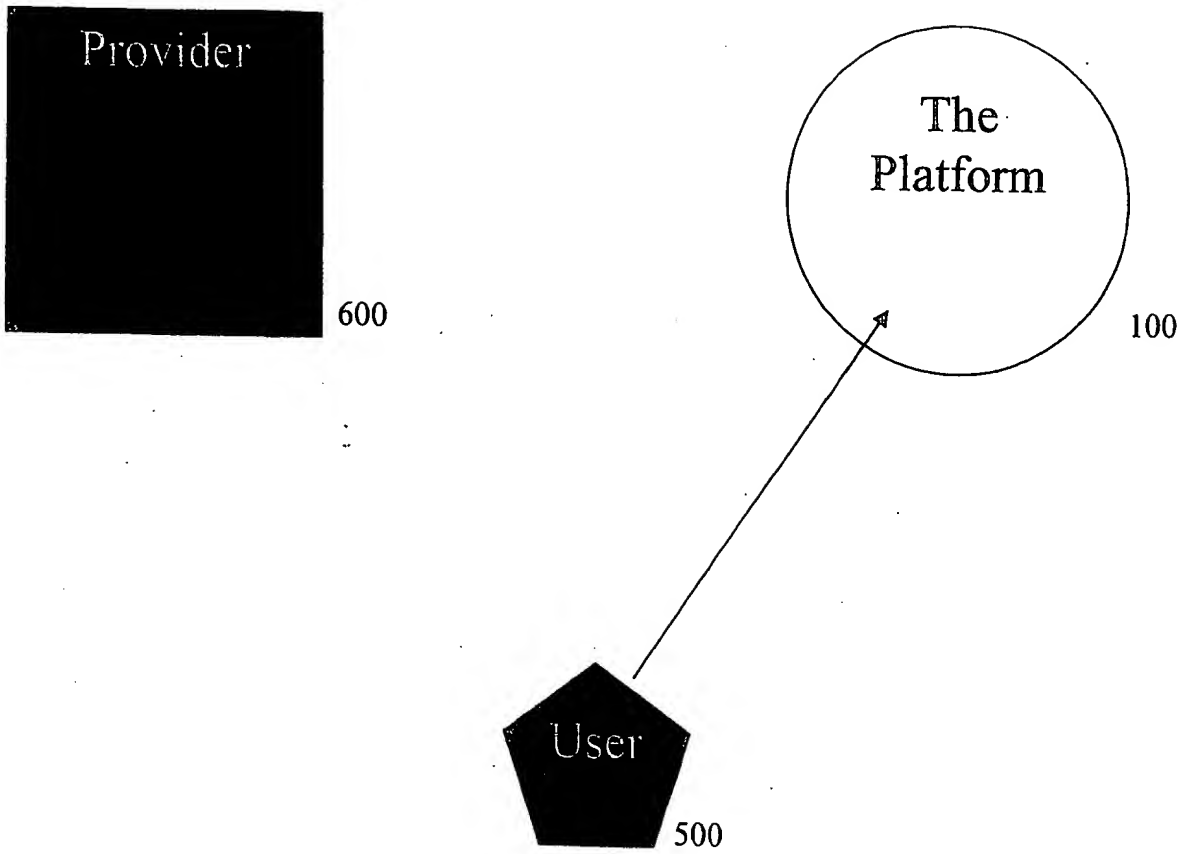

Fig. 6A

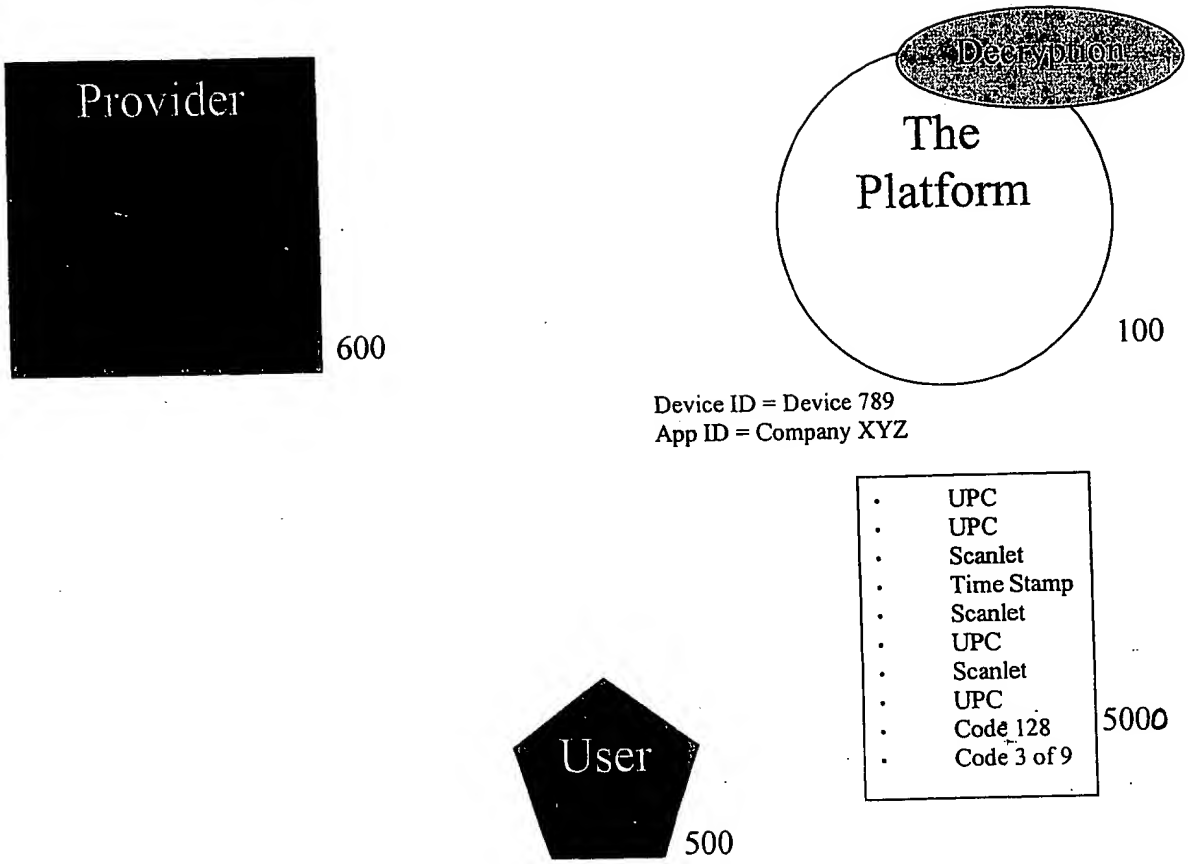
Provider
600
Decryption
The Platform
100
Device ID = Device 789
App ID = Company XYZ
UPC
UPC
Scanlet
Time Stamp
Scanlet
UPC
Scanlet
UPC
Code 128
Code 3 of 9
5000
User
500

Fig. 6B

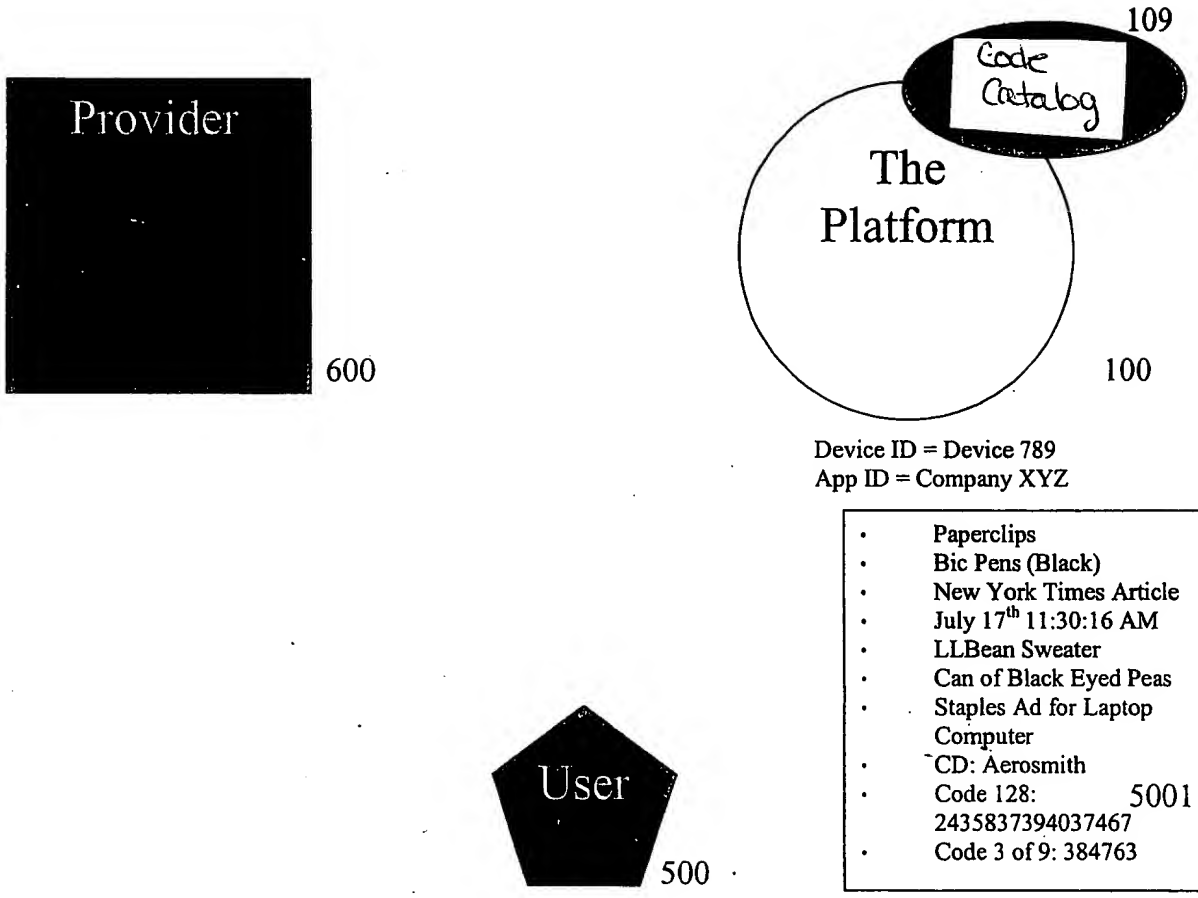
Provider
600
109
Code Catalog
The Platform
100
Device ID = Device 789
App ID = Company XYZ
Paperclips
Bic Pens (Black)
New York Times Article
July 17th 11:30:16 AM
LLBean Sweater
Can of Black Eyed Peas
Staples Ad for Laptop Computer
CD: Aerosmith
Code 128: 2435837394037467
5001
Code 3 of 9: 384763
User
500

Fig. 6C

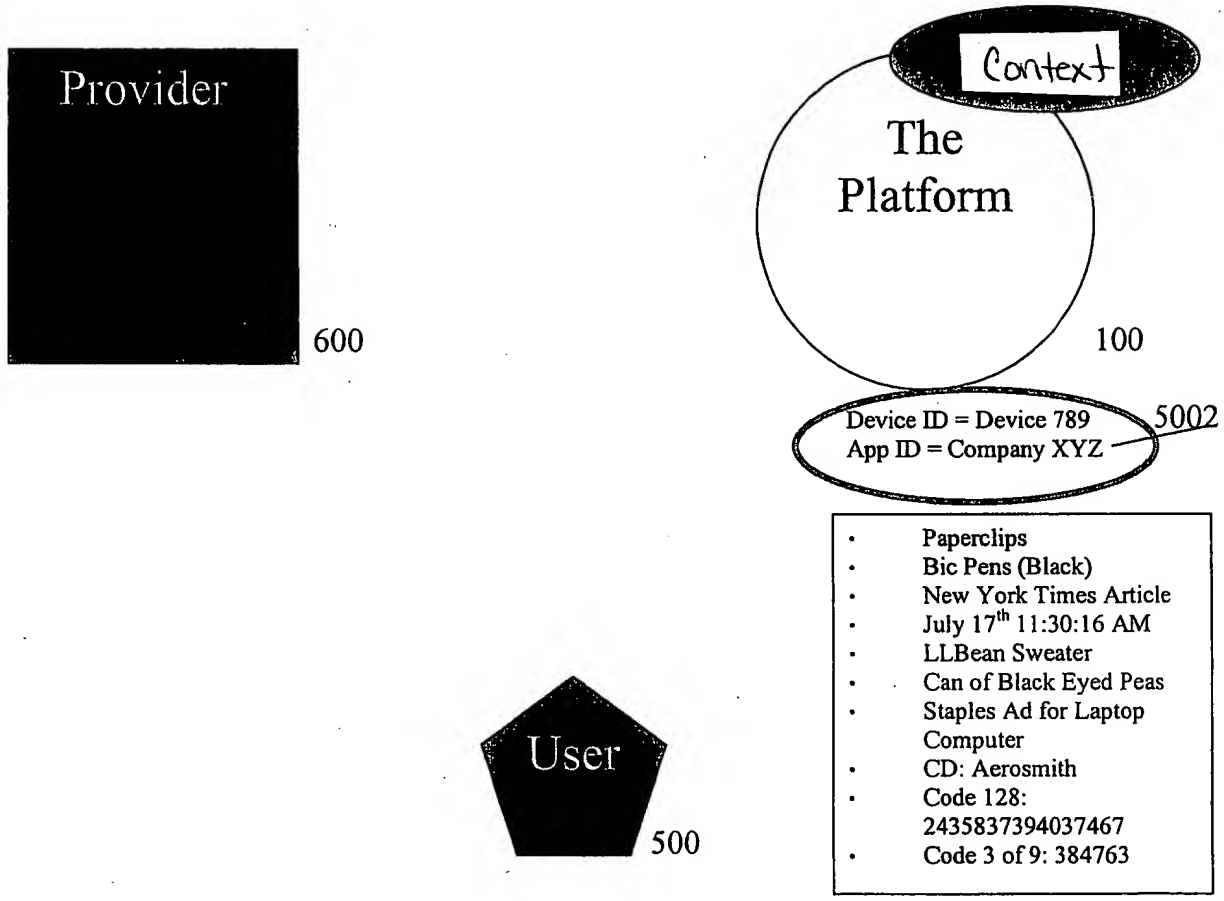
Provider
600
Context
The Platform
100
Device ID = Device 789
App ID = Company XYZ
5002
Paperclips
Bic Pens (Black)
New York Times Article
July 17th 11:30:16 AM
LLBean Sweater
Can of Black Eyed Peas
Staples Ad for Laptop Computer
CD: Aerosmith
Code 128: 2435837394037467
Code 3 of 9: 384763
User
500

Fig. 6D

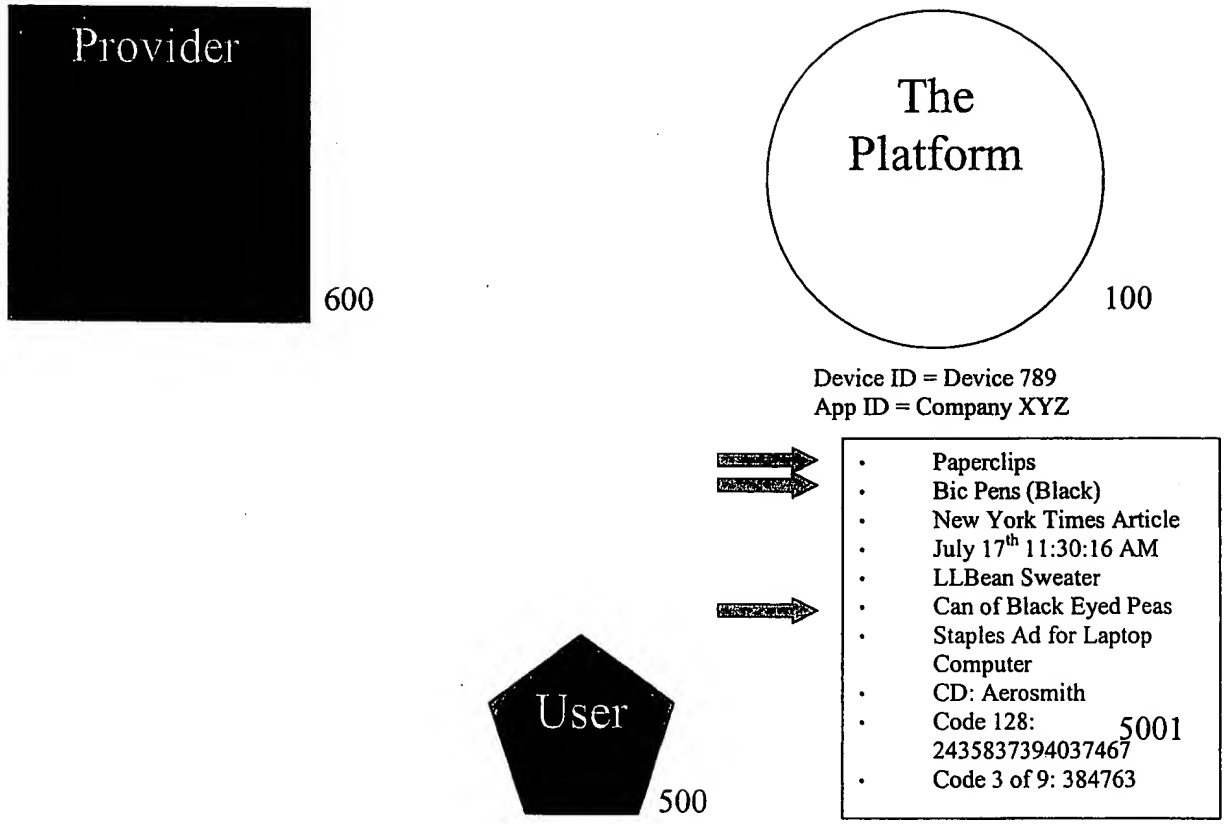
Provider
600
The Platform
100
Device ID = Device 789
App ID = Company XYZ
Paperclips
Bic Pens (Black)
New York Times Article
July 17th 11:30:16 AM
LLBean Sweater
Can of Black Eyed Peas
Staples Ad for Laptop Computer
CD: Aerosmith
Code 128: 2435837394037467
Code 3 of 9: 384763
5001
User
500

Fig. 6E

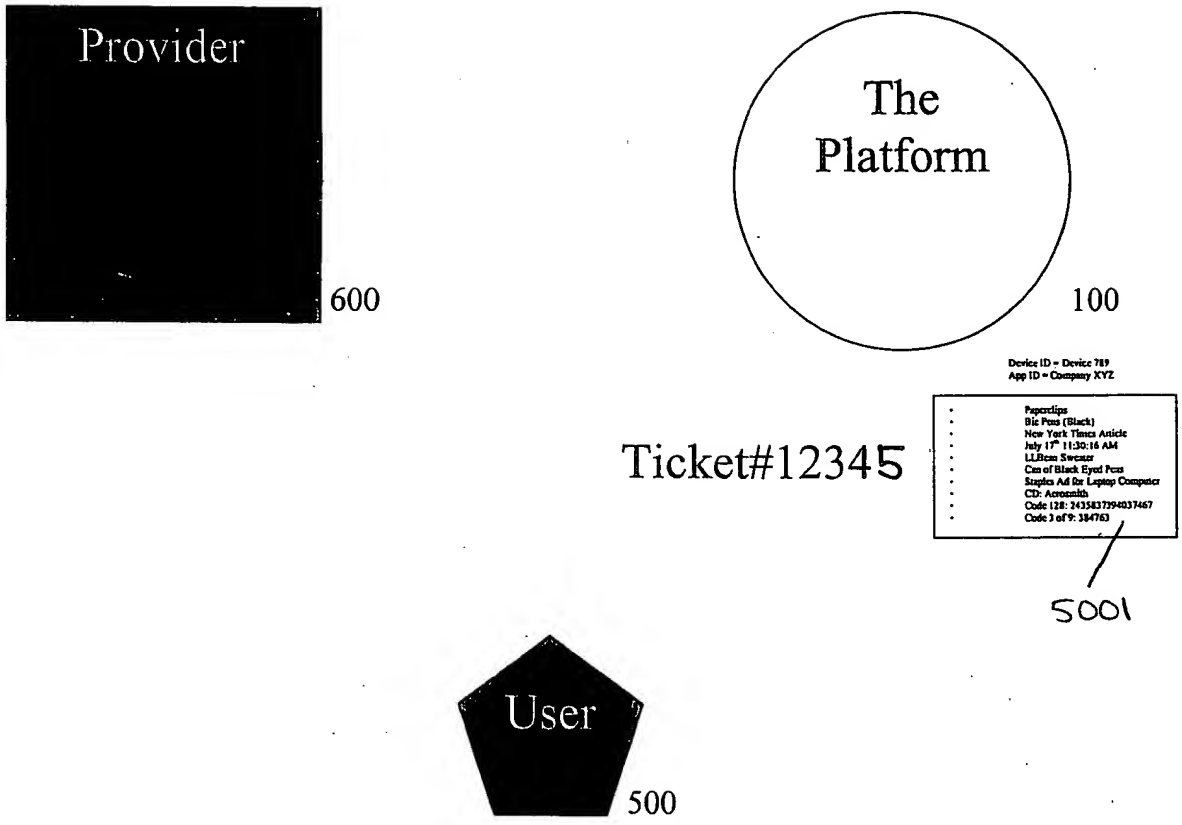
Provider
600
The Platform
100
Device ID = Device 789
App ID = Company XYZ
Ticket#12345
Paperclips
Bic Pens (Black)
New York Times Article
July 17th 11:30:16 AM
LLBean Sweater
Can of Black Eyed Peas
Staples Ad for Laptop Computer
CD: Aerosmith
Code 128: 2435837394037467
Code 3 of 9: 384763
5001
User
500

Fig. 6F

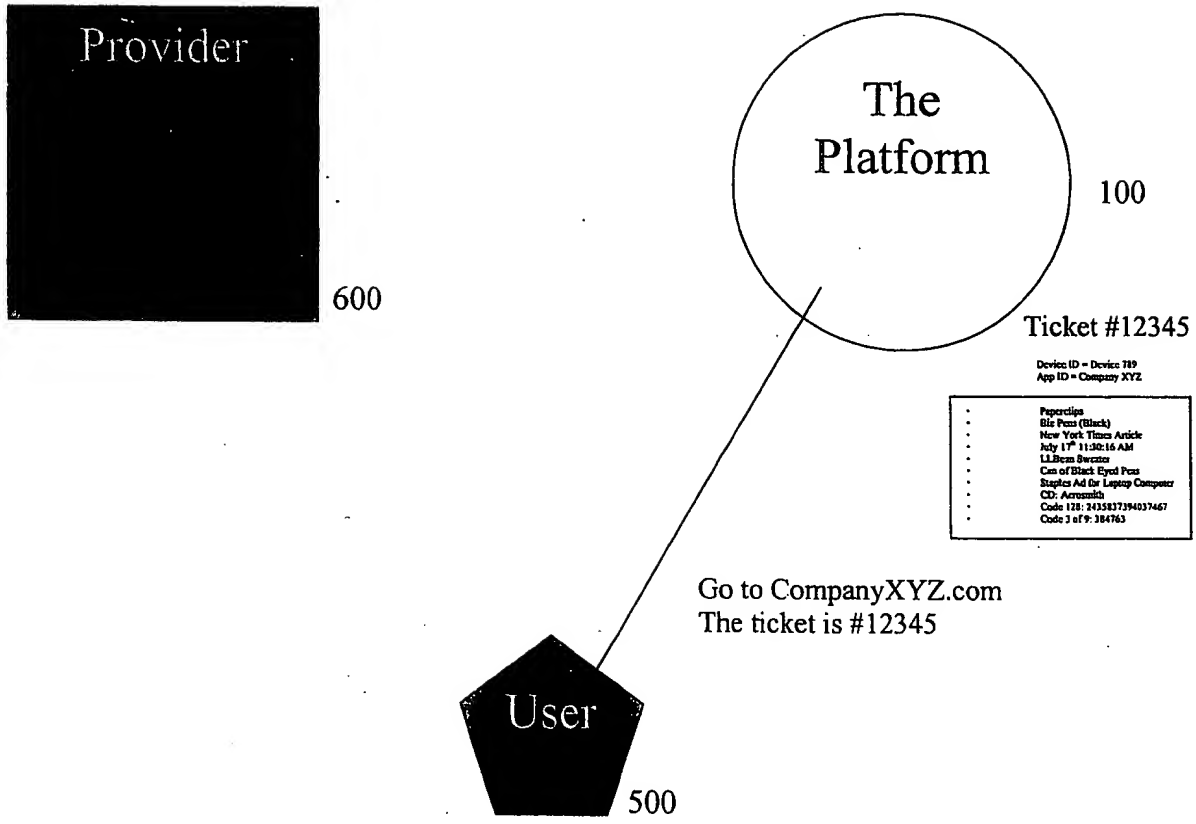
Provider
600
The Platform
100
Ticket #12345
Device ID = Device 789
App ID = Company XYZ
Paperclips
Biz Pens (Black)
New York Times Article
July 17th 11:30:16 AM
LLBean Sweater
Can of Black Eyed Peas
Staples Ad for Laptop Computer
CD: Aerosmith
Code 128: 2435837394037467
Code 3 of 9: 384763
Go to CompanyXYZ.com
The ticket is #12345
User
500

Fig. 6G

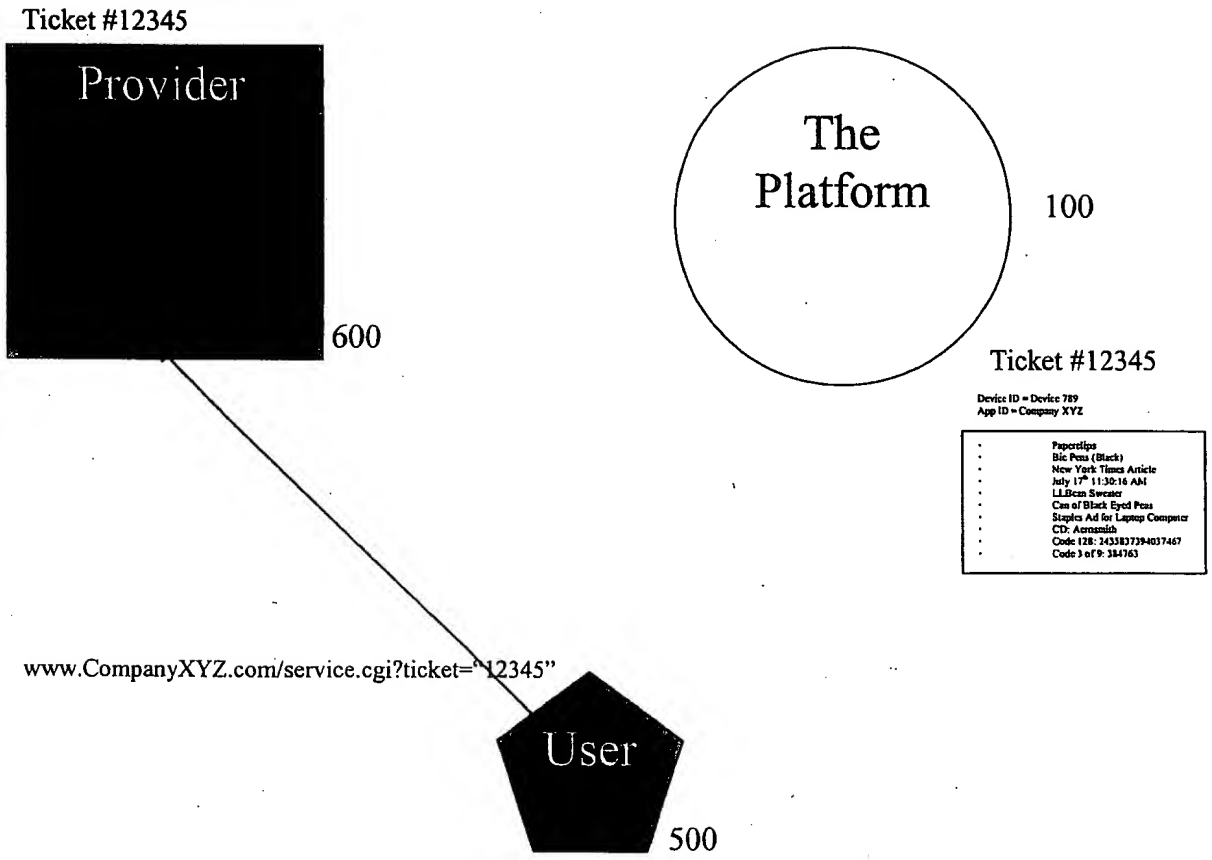
Ticket #12345
Provider
600
The Platform
100
Ticket #12345
Device ID = Device 789
App ID = Company XYZ
Paperclips
Bic Pens (Black)
New York Times Article
July 17th 11:30:16 AM
LLBean Sweater
Can of Black Eyed Peas
Staples Ad for Laptop Computer
CD: Aerosmith
Code 128: 2435B3739403746?
Code 3 of 9: 384763
www.CompanyXYZ.com/service.cgi?ticket="12345"
User
500

Fig. 6H

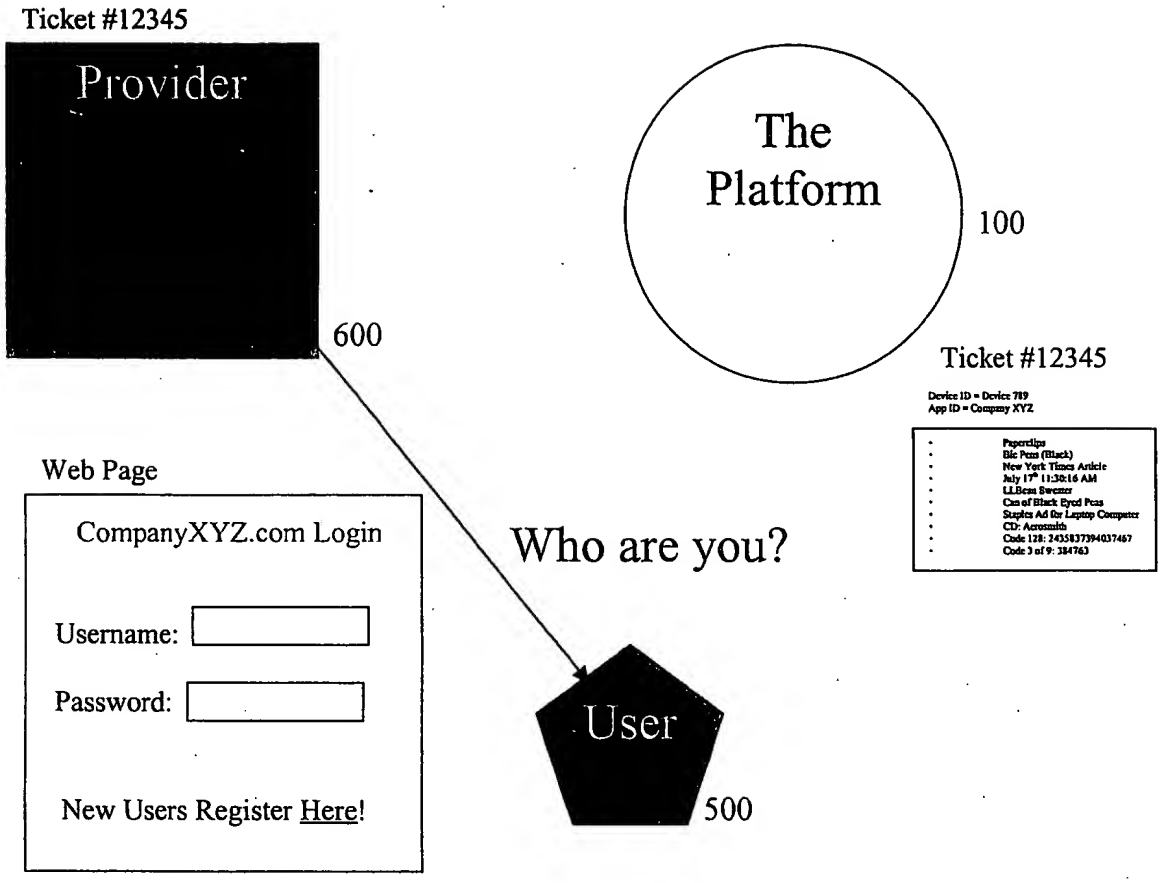
Ticket #12345
Provider
600
The Platform
100
Ticket #12345
Device ID = Device 789
App ID = Company XYZ
Paperclips
Bic Pens (Black)
New York Times Article
July 17th 11:30:16 AM
LLBean Sweater
Can of Black Eyed Peas
Staples Ad for Laptop Computer
CD: Aerosmith
Code 128: 2435837394037467
Code 3 of 9: 384763
Web Page
CompanyXYZ.com Login
Username:
Password:
New Users Register Here!
Who are you?
User
500

Fig. 6I

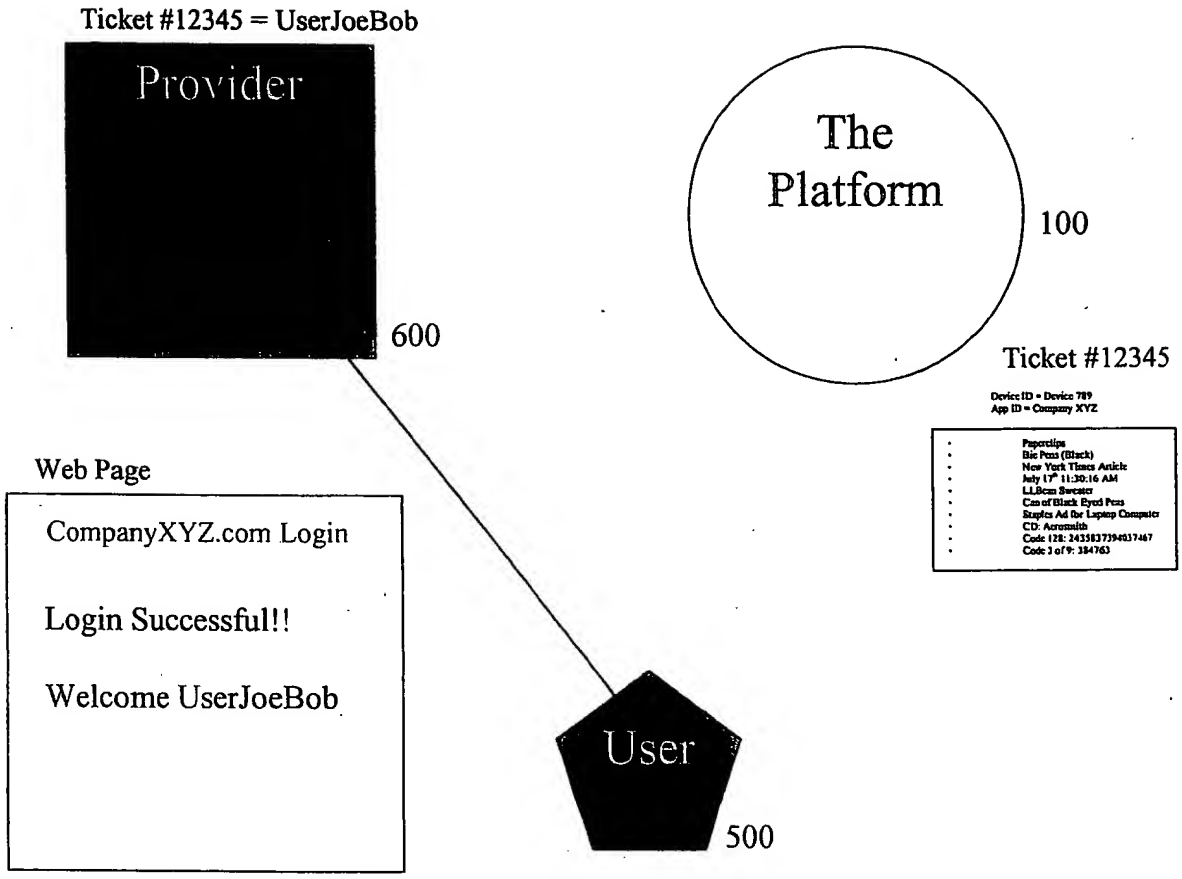
Ticket #12345 = UserJoeBob
Provider
600
The Platform
100
Ticket #12345
Device ID = Device 789
App ID = Company XYZ
Paperclips
Bic Pens (Black)
New York Times Article
July 17th 11:30:16 AM
LLBean Sweater
Can of Black Eyed Peas
Staples Ad for Laptop Computer
CD: Aerosmith
Code 128: 3423E3739403747
Code 3 of 9: 384763
Web Page
CompanyXYZ.com Login
Login Successful!!
Welcome UserJoeBob
User
500

Fig. 6J

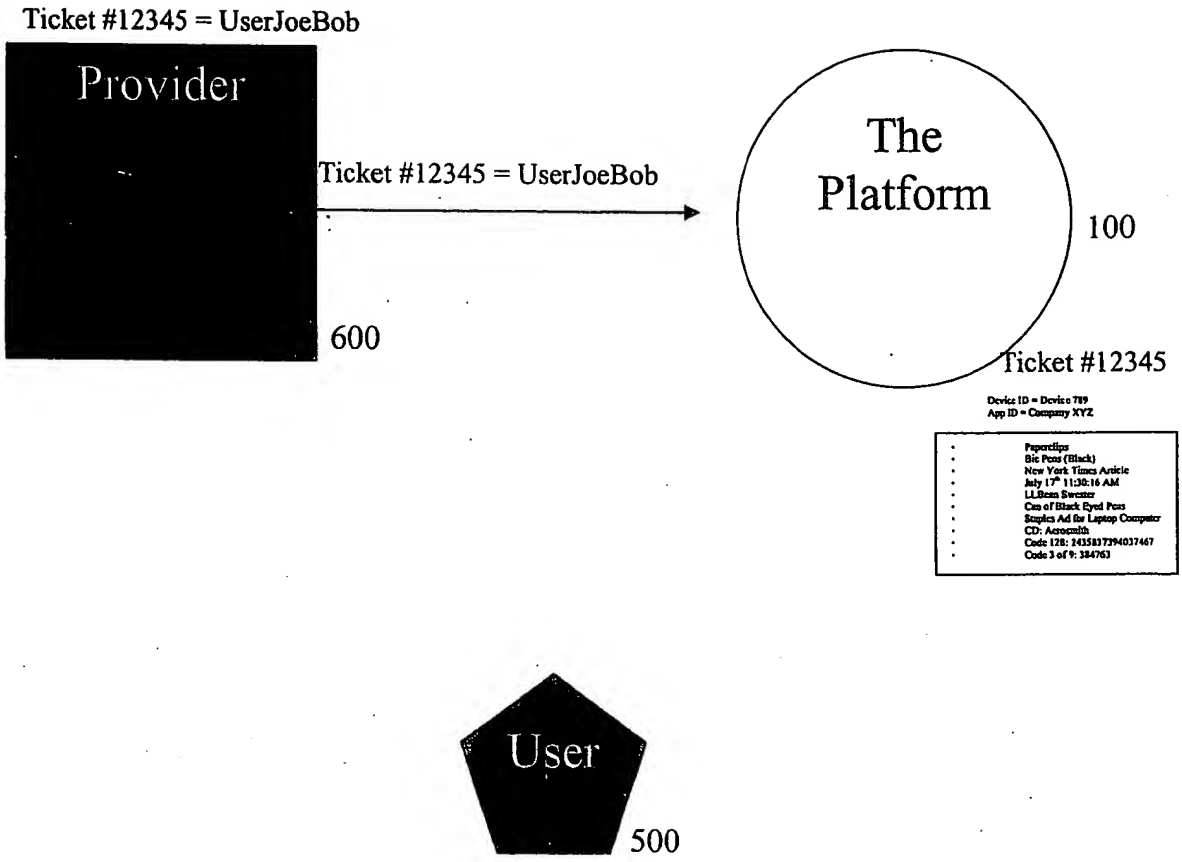
Ticket #12345 = UserJoeBob
Provider
600
Ticket #12345 = UserJoeBob
The Platform
100
Ticket #12345
Device ID = Device 789
App ID = Company XYZ
Paperclips
Bic Pens (Black)
New York Times Article
July 17th 11:30:16 AM
LLBean Sweater
Can of Black Eyed Peas
Staples Ad for Laptop Computer
CD: Aerosmith
Code 128: 2435837394037467
Code 3 of 9: 384763
User
500

Fig. 6K

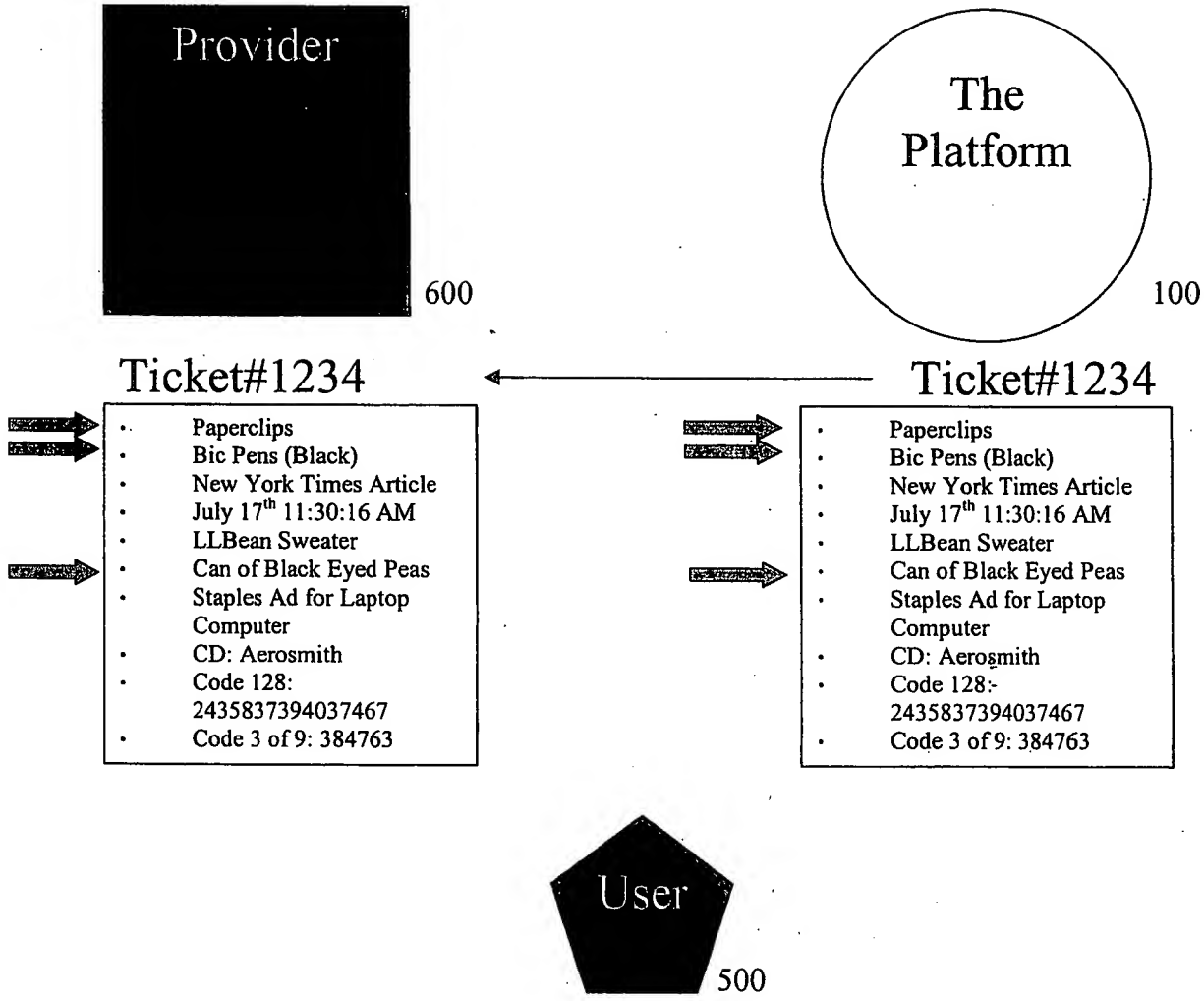
Provider
600
The Platform
100
Ticket#1234
Ticket#1234
Paperclips
Bic Pens (Black)
New York Times Article
July 17th 11:30:16 AM
LLBean Sweater
Can of Black Eyed Peas
Staples Ad for Laptop Computer
CD: Aerosmith
Code 128: 2435837394037467
Code 3 of 9: 384763
Paperclips
Bic Pens (Black)
New York Times Article
July 17th 11:30:16 AM
LLBean Sweater
Can of Black Eyed Peas
Staples Ad for Laptop Computer
CD: Aerosmith
Code 128:- 2435837394037467
Code 3 of 9: 384763
User
500

Fig. 6L

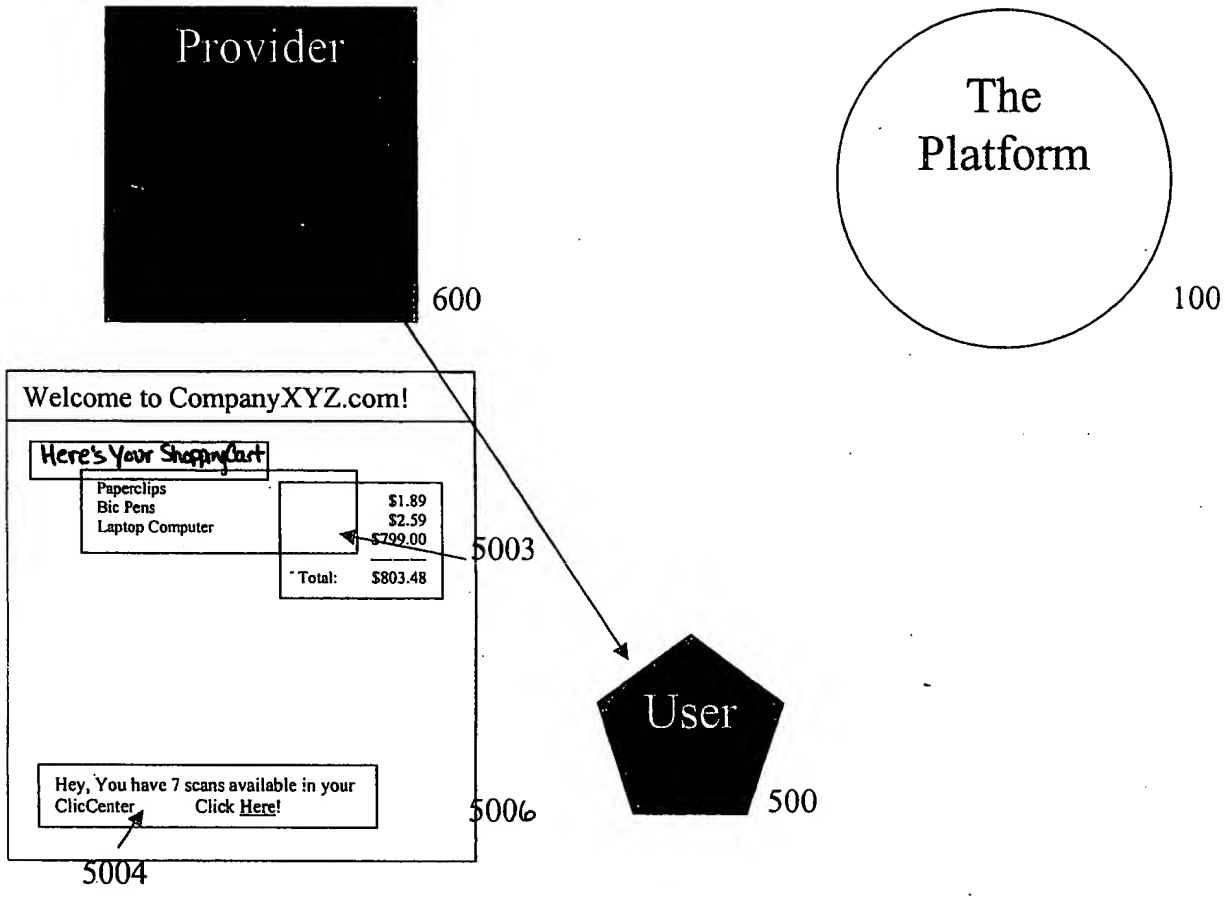
Provider
600
The Platform
100
Welcome to CompanyXYZ.com!
Here's Your ShoppingCart
Paperclips
Bic Pens
Laptop Computer
$1.89
$2.59
$799.00
Total: $803.48
5003
User
500
Hey, You have 7 scans available in your ClicCenter
Click Here!
5006
5004

Fig. 6M

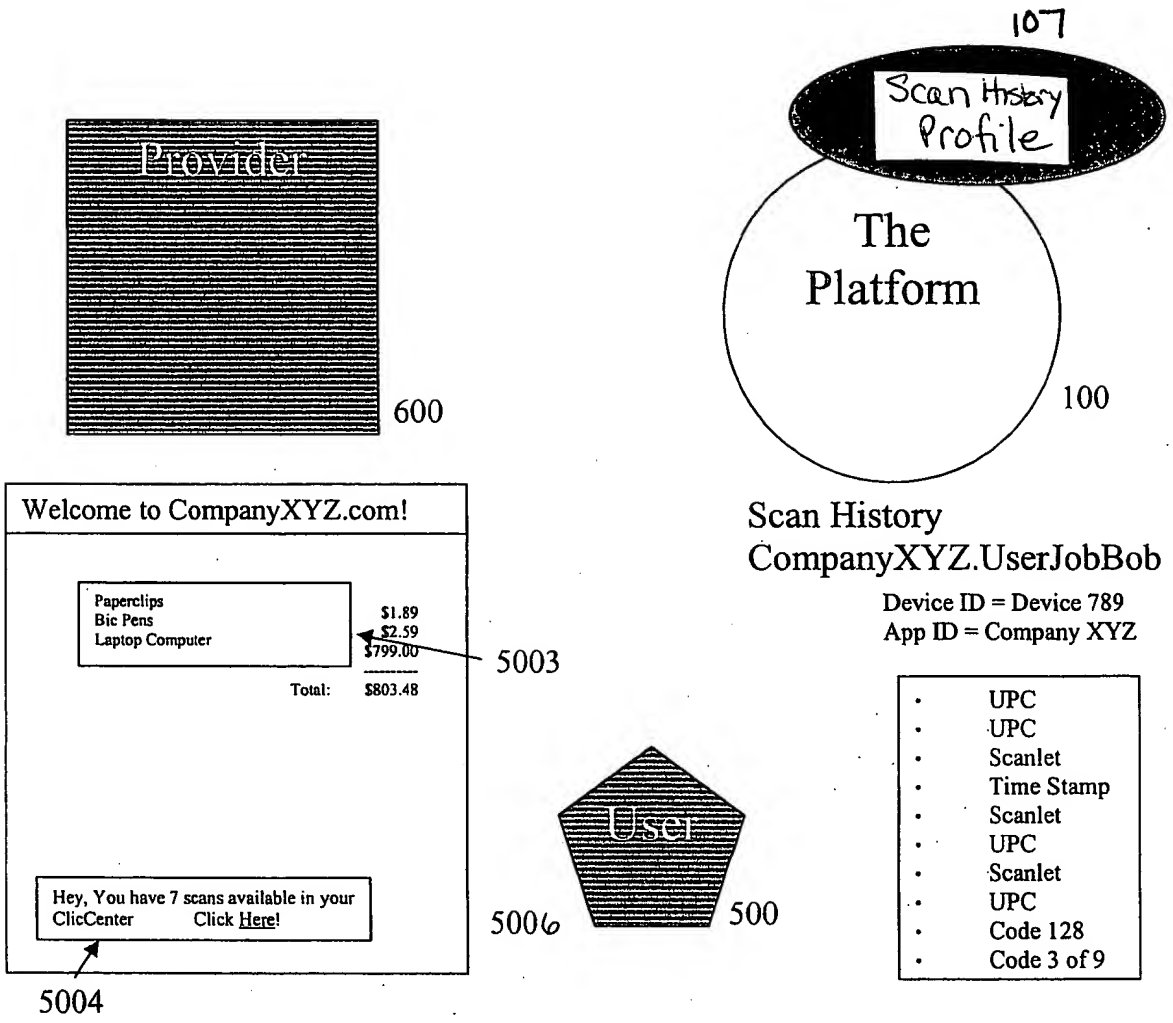
107
Scan History Profile
The Platform
100
Provider
600
Welcome to CompanyXYZ.com!
Paperclips
Bic Pens
Laptop Computer
$1.89
$2.59
$799.00
Total: $803.48
5003
Hey, You have 7 scans available in your ClicCenter Click Here!
5004
User
5006
500
Scan History
CompanyXYZ.UserJobBob
Device ID = Device 789
App ID = Company XYZ
UPC
UPC
Scanlet
Time Stamp
Scanlet
UPC
Scanlet
UPC
Code 128
Code 3 of 9

Fig. 6N

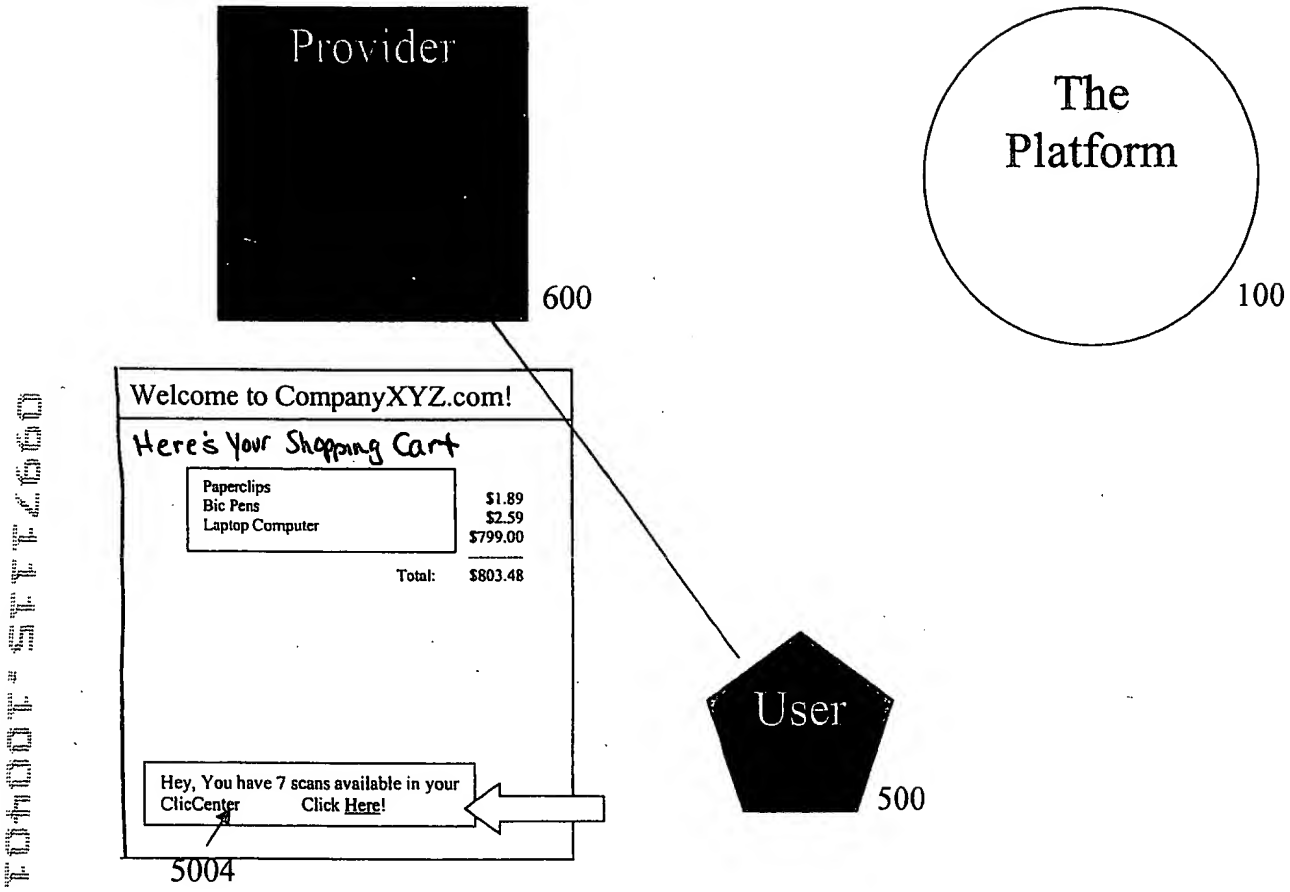
Provider
600
The Platform
100
Welcome to CompanyXYZ.com!
Here's Your Shopping Cart
Paperclips
Bic Pens
Laptop Computer
$1.89
$2.59
$799.00
Total:
$803.48
User
500
Hey, You have 7 scans available in your ClicCenter
Click Here!
5004

Fig. 6O

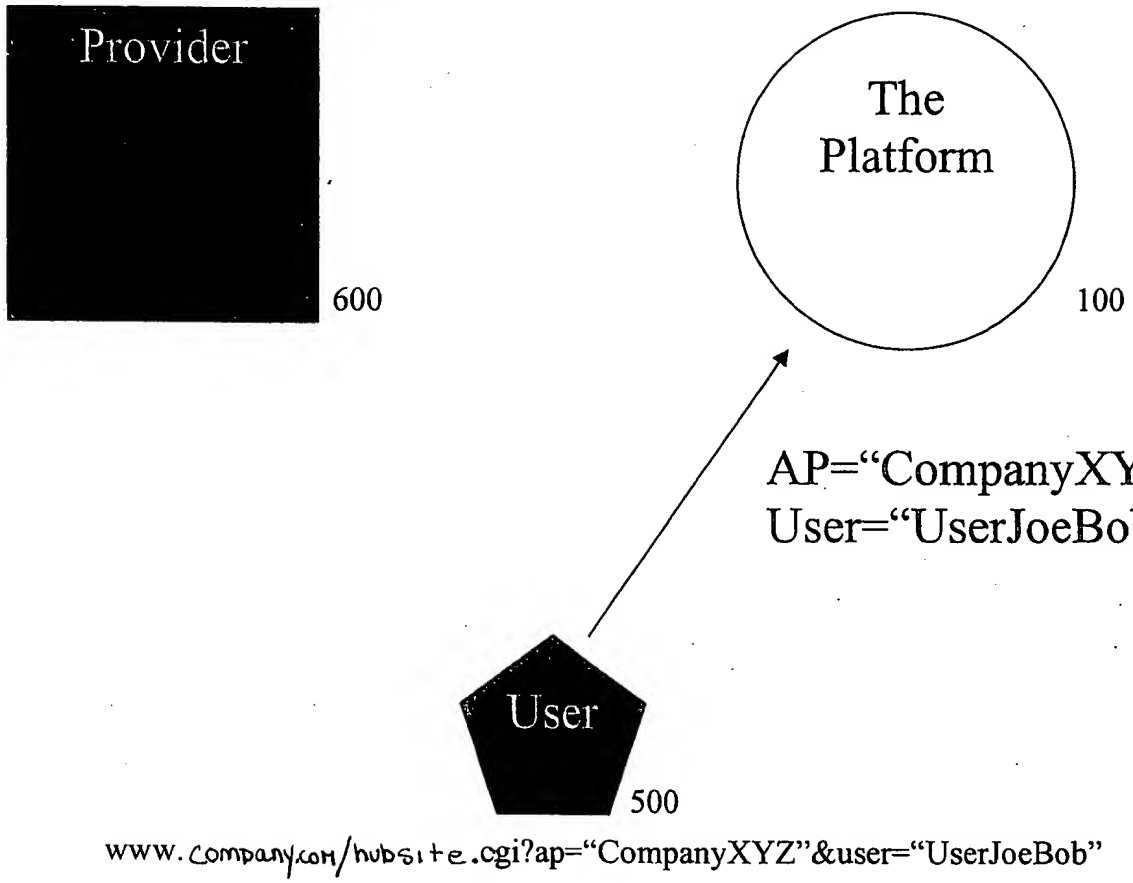
Provider
600
The Platform
100
AP="CompanyXYZ"
User="UserJoeBob"
User
500
www.company.com/hubsite.cgi?ap="CompanyXYZ"&user="UserJoeBob"

Fig. 6P

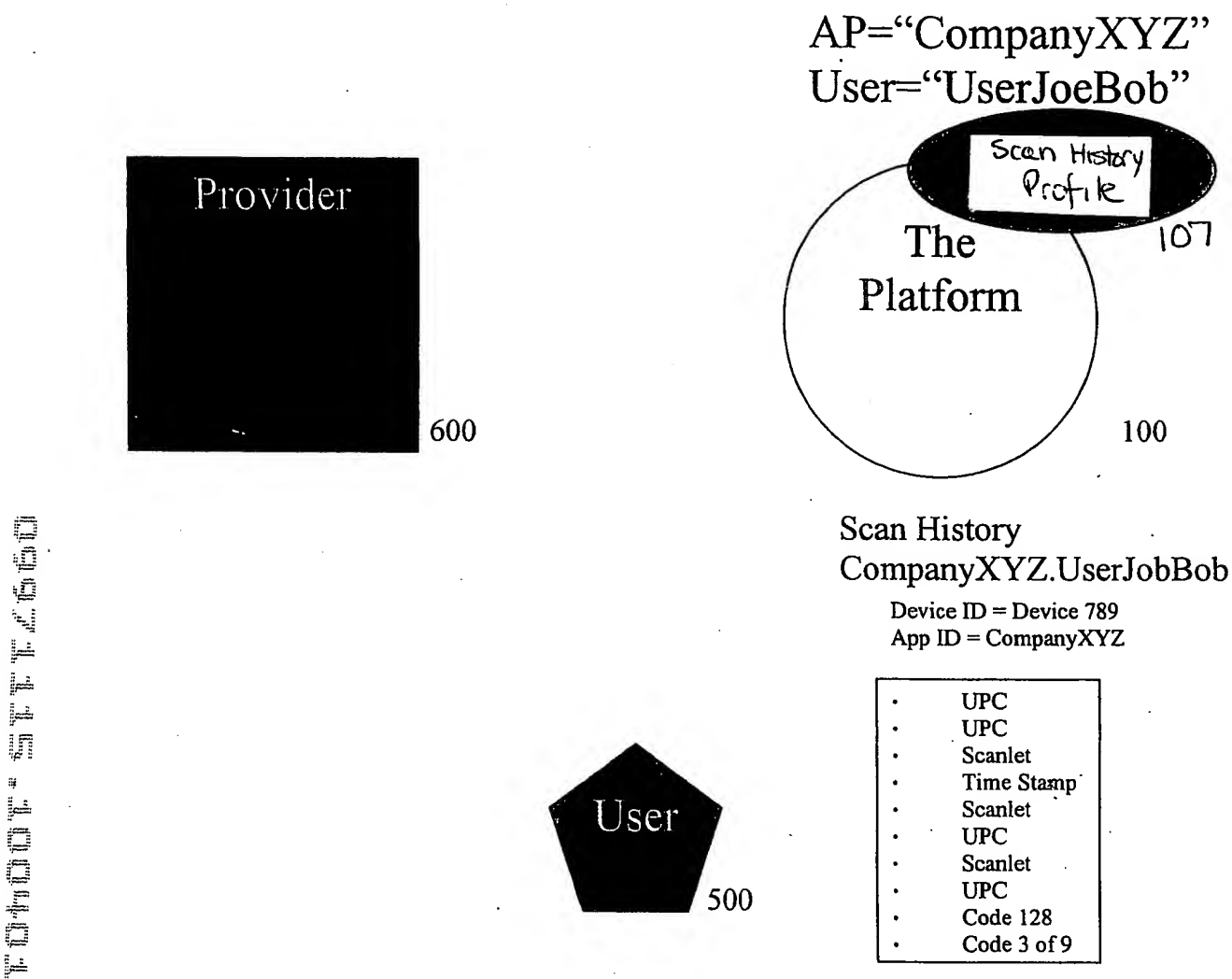
AP="CompanyXYZ"
User="UserJoeBob"
Scan History Profile
107
Provider
600
The Platform
100
Scan History
CompanyXYZ.UserJobBob
Device ID = Device 789
App ID = CompanyXYZ
UPC
UPC
Scanlet
Time Stamp
Scanlet
UPC
Scanlet
UPC
Code 128
Code 3 of 9
User
500

Fig. 6Q

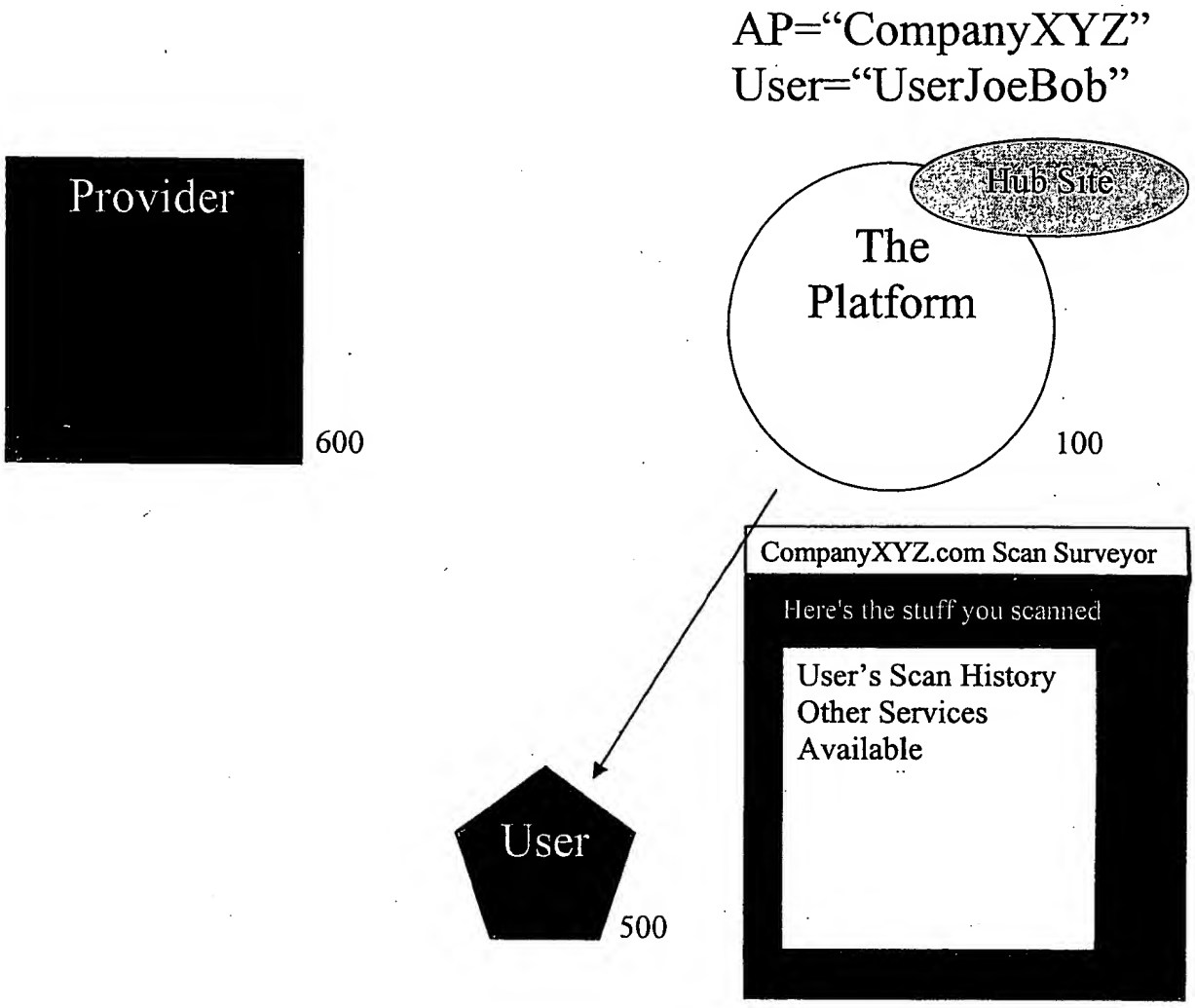
AP="CompanyXYZ"
User="UserJoeBob"
Provider
600
Hub Site
The Platform
100
CompanyXYZ.com Scan Surveyor
Here's the stuff you scanned
User's Scan History
Other Services Available
User
500

Fig. 6R

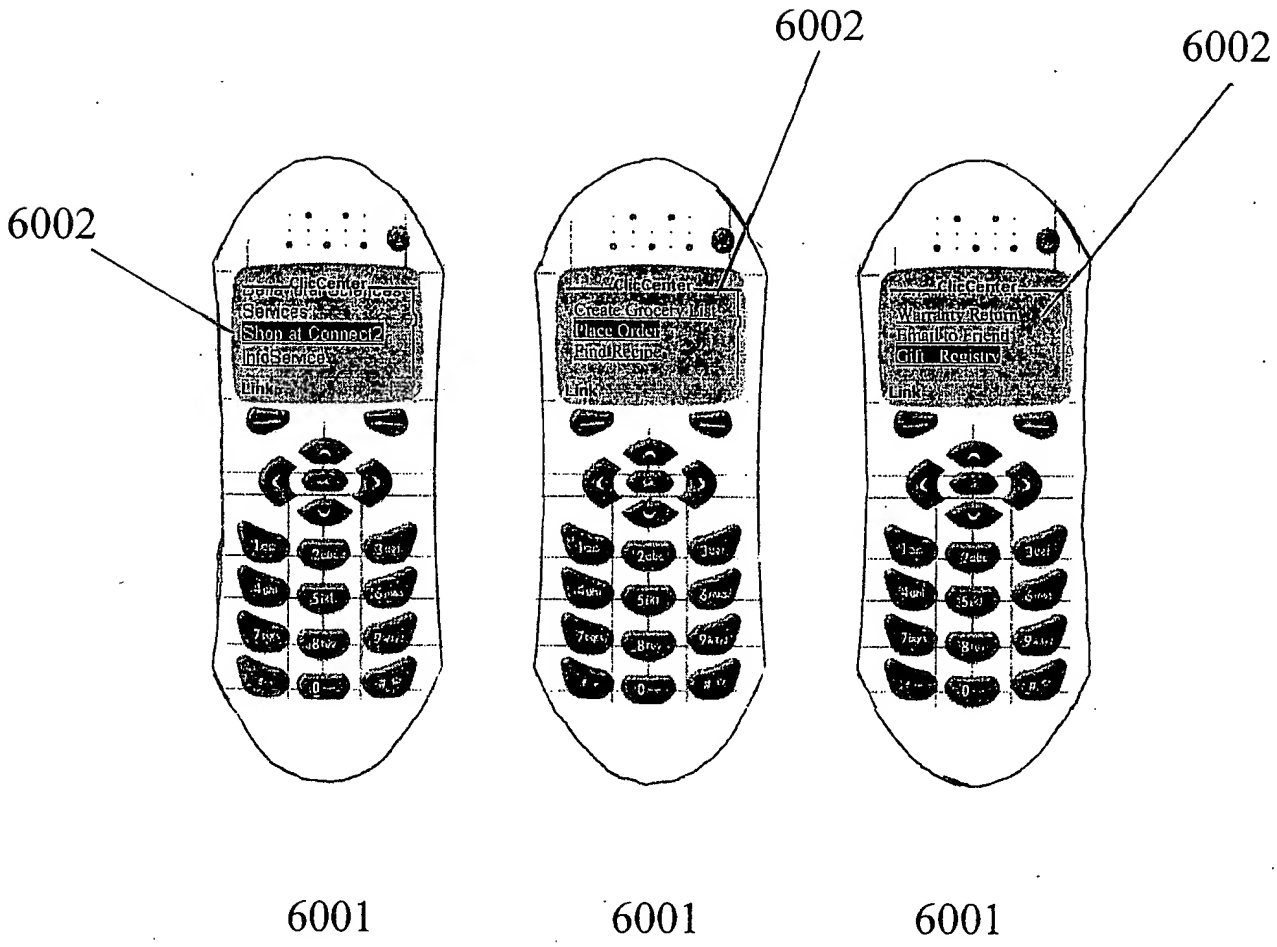
6002
6002
6002
Shop at Connect2
InfoService
Create Grocery List
Place Order
Find Recipe
Warranty Return
Email to Friend
Gift Registry
6001
6001
6001

Fig. 6S

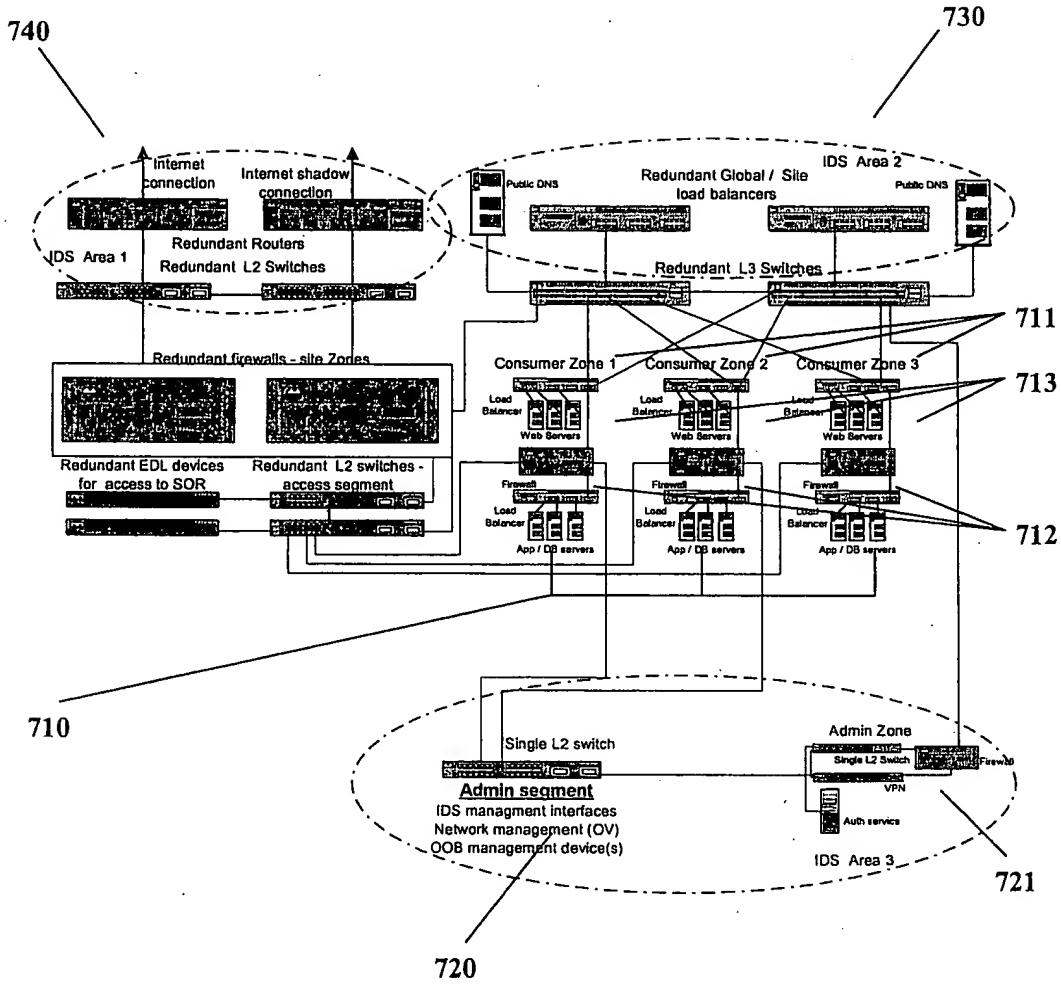
740
730
Internet connection
Internet shadow connection
IDS Area 1
Redundant Routers
Redundant L2 Switches
IDS Area 2
Public DNS
Redundant Global / Site load balancers
Public DNS
Redundant L3 Switches
711
Redundant firewalls - site Zones
Consumer Zone 1
Consumer Zone 2
Consumer Zone 3
713
Load Balancer
Web Servers
Redundant EDL devices for access to SOR
Redundant L2 switches - access segment
Firewall
Load Balancer
App / DB servers
712
710
Single L2 switch
Admin Zone
Single L2 Switch
Firewall
VPN
Auth service
Admin segment
IDS managment interfaces
Network management (OV)
OOB management device(s)
IDS Area 3
721
720
7000

Fig. 7

T0h00T*5TT2660

FIGURE 8

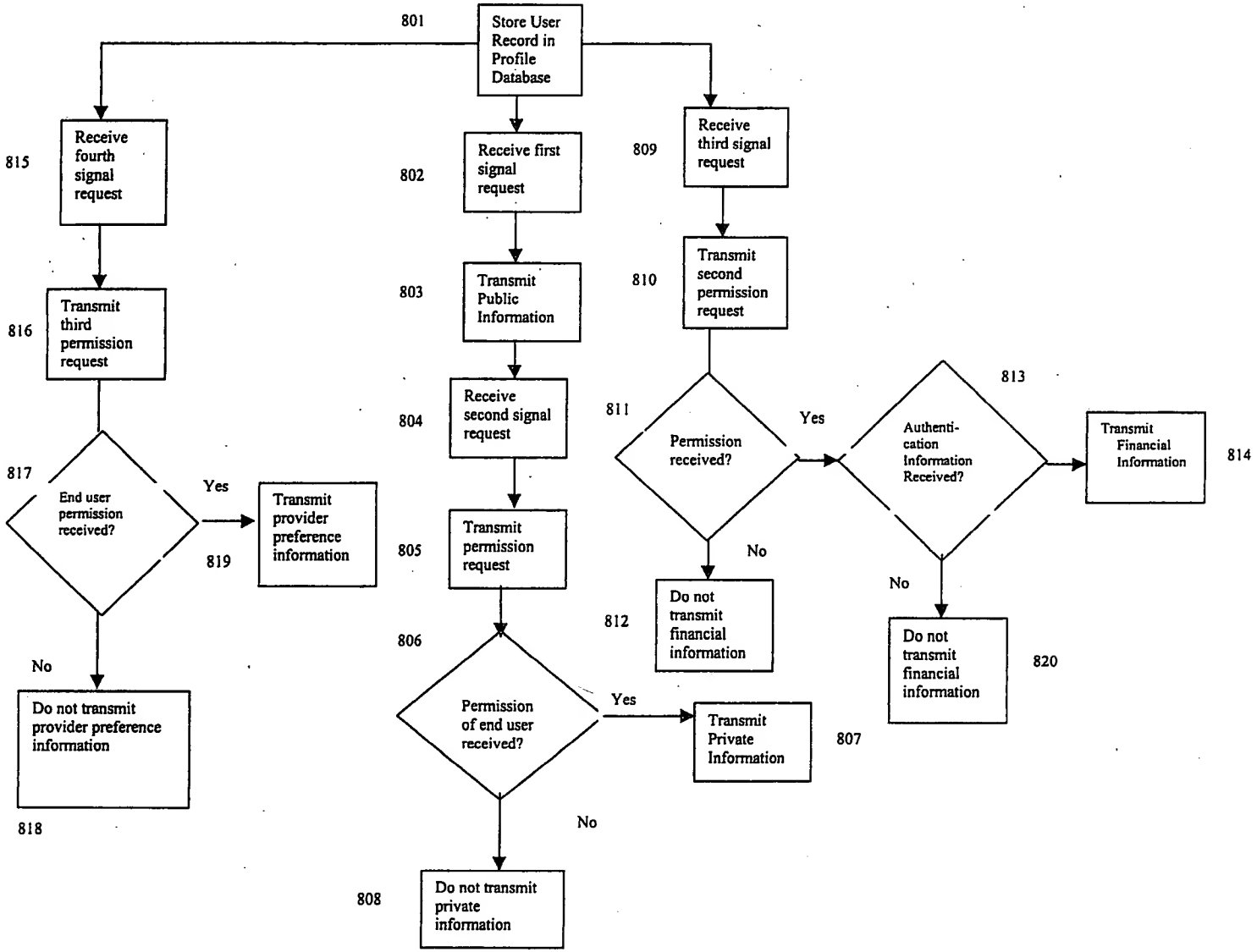

FIGURE 9

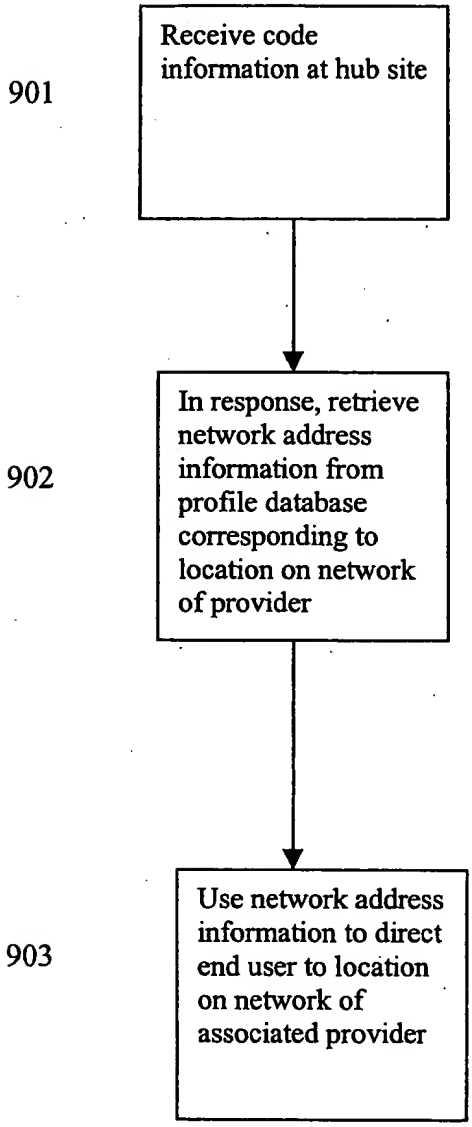

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FIGURE 10

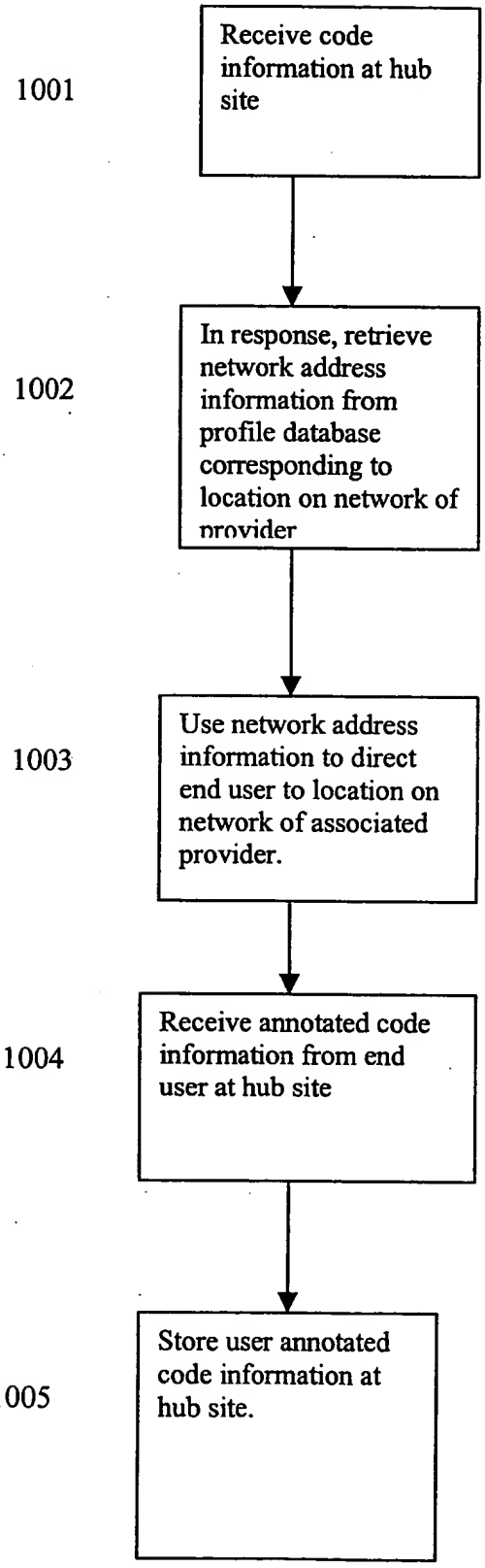

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FIGURE 11

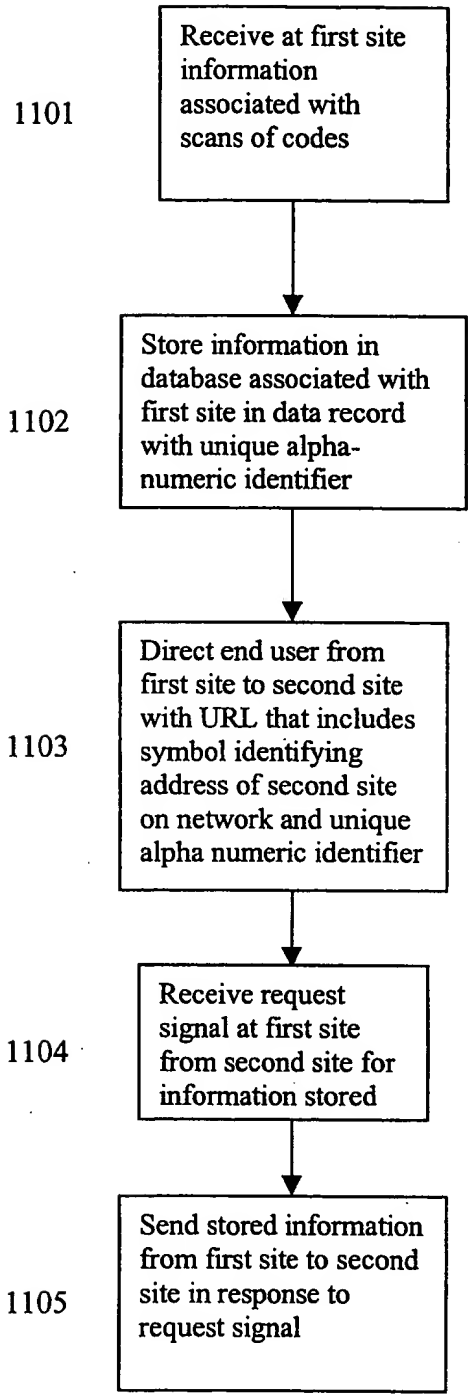

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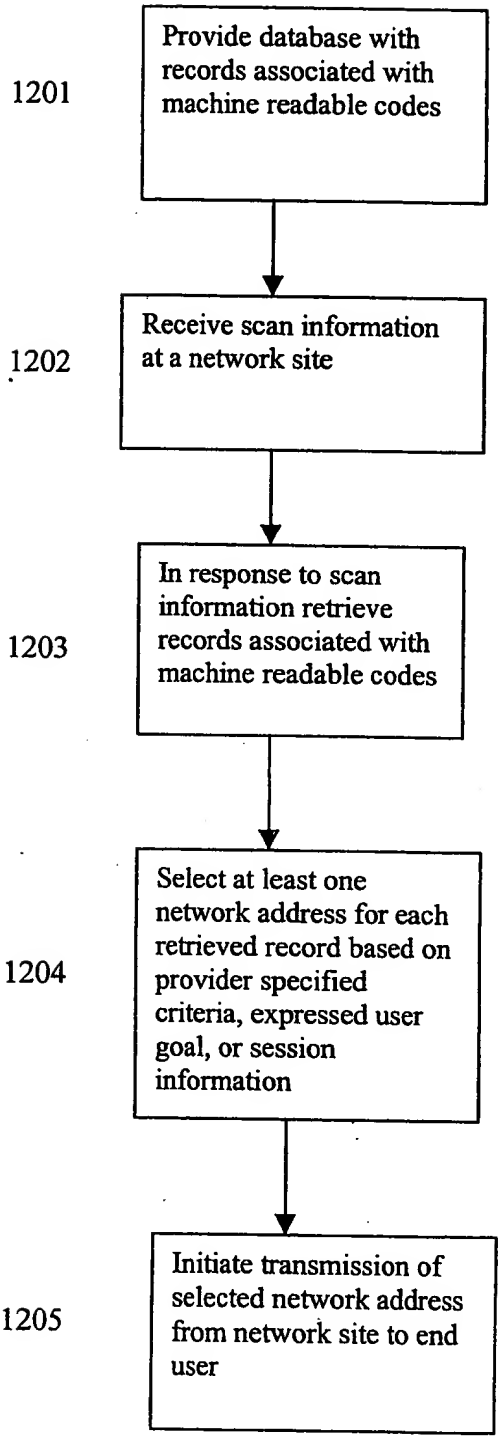
FIGURE 12


1201
Provide database with records associated with machine readable codes
1202
Receive scan information at a network site
1203
In response to scan information retrieve records associated with machine readable codes
1204
Select at least one network address for each retrieved record based on provider specified criteria, expressed user goal, or session information
1205
Initiate transmission of selected network address from network site to end user